

LIFE

CAMPAIGN'S HOTTEST WEEK

IKE — AND ADLAI —
MAKE 19 SPEECHES
IN SIX-DAY MARATHON



RITA GAM
SILENT AND SEXY

20 CENTS

SEPTEMBER 15, 1952



Superb Modern Chest in blond oak—perfect for any room in the house. Model #2782. Same design also in White Fawn mahogany, #2863. Blond oak corner table #248 by Lane. Chest Price **\$59.95***

"For a special someone . . .
on a very special occasion!"

"I've just received the most beautiful gift ever . . . from the dearest, most thoughtful person in the world—you!"

"My shining new Lane Cedar Chest is as unexpected, as precious, as my first love letter—and as lucky, somehow, as a four-leaf clover . . ."

" . . . for a Lane never stands empty. Magically, it gathers other gifts—lovely blankets and linens that

make a home so gracious. And it protects fine woolen clothes from moths, keeps them sweet-smelling and fresh—and always safe at hand—as no other storage method can!

"Sweetly sentimental, yet oh-so-sensible, my Lane

is both the promise—and the fulfillment—of all my most cherished dreams!"

The Lane Company, Inc., Dept. L, Altavista, Va.
In Canada: Knechtels, Ltd., Hanover, Ont.

Lane is the only pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U.S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application.

Many Lane
Chests at...

\$49.95*

Easy terms

Also makers of
Lane Tables.

LANE CEDAR CHESTS

Birthday · Wedding · Anniversary · Christmas · The ideal gift for any occasion!



LIVING ROOM

Oak Chest with drawer #2852. Also Fawn or Cordovan mahogany or chinchilla walnut. Self-lifting tray. Model #2875—\$49.95.*



BEDROOM

Smart modern in walnut, superbly streamlined. Self-lifting tray. Model #2875—\$49.95.*



POYER

Handsome 18th Century Chest in rich mahogany. Patented self-lifting tray. Model #2601—\$59.95.*



BEDROOM

Streamlined modern in walnut. Pressure-tested, like all Lane Chests. Model #2876—\$59.95.*



POYER

Attractive modern in rich walnut. Model #2874. Same design in gray walnut, #2869. Each, \$59.95.*



LIVING ROOM

18th Century Drawer Chest in rich mahogany. Drawer in base. Model #2221—\$79.95.*



BEDROOM

Streamlined modern in figured blond Avo-dire. Aroma-tight, like all Lane Chests. Model #2700—\$69.95.*



LIVING ROOM

Adaptable modern in blond oak. Model #2857. In White Fawn mahogany, #2862; walnut, #2873. \$49.95.*

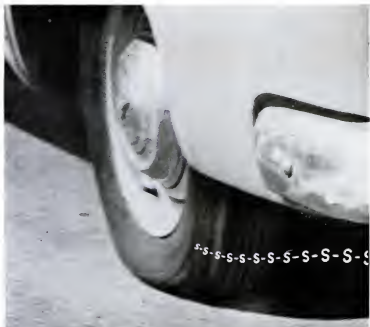
*\$5.00 higher in the West, due to higher freight costs. Slightly higher in Canada. © 1952, The Lane Company, Inc.

B.F. Goodrich Tubeless Tire

PROTECTS AGAINST BLOWOUTS! HERE'S HOW:



REGULAR TIRE-AND-TUBE BLOWS OUT SUDDENLY



BFG "LIFE-SAVER" TUBELESS TIRE GOES DOWN S-S-S-SLOWLY

TESTED AND PROVED!

Most blowouts start when you don't know it. From a sharp blow—for instance, against a curb or chuckhole—that bruises cords inside the tire.

As the tire flexes, the weak spot grows until the inner wall is broken. With a regular tire and tube, the tube bridges the break. Finally, miles or maybe months later, the tube is pinched and blows out through the tire.

CHANGES BLOWOUT TO SAFE "SLOWOUT": The B. F. Goodrich "Life Saver" Tubeless Tire has no tube. Instead, it has an air-retaining lining that's part of the tire itself. If a bruise does occur, the tire's flexing action eventually causes pin-hole leaks in this lining at the point of the bruise.

Instead of a dangerous blowout, all you get is a

slow leak, with time to stop safely. A sealant layer under the tread seals punctures too, with no air loss.

The blowout and puncture protection of B. F. Goodrich Tubeless Tires has been tested and proved by thousands of users in the past four years.

And the "Life-Saver" defies skids too! It has a new kind of tread with 10,000 tiny "grip-blocks", spaced 16 to the inch. Wet road tests at 30 MPH show it stops up to a car-length sooner than regular tires.

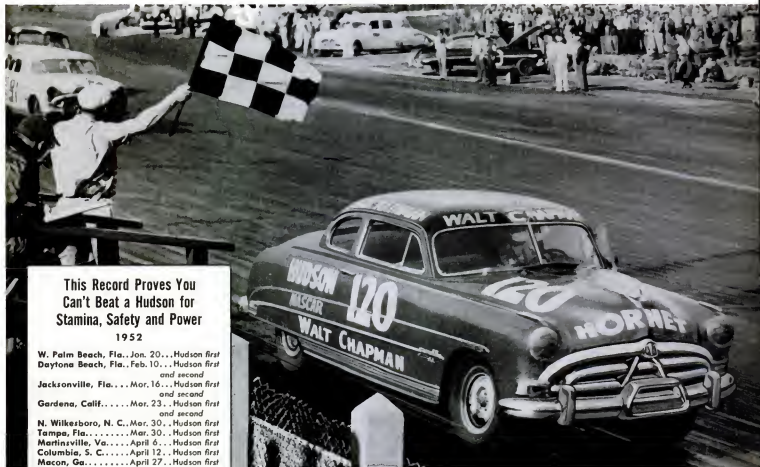
In the popular 6.70-15 size, the B. F. Goodrich "Life-Saver" Tubeless Tire costs \$7.11 less than the same size regular tire and any blowout-protecting tube. See it at your BFG retailer's. Look for his address in the Yellow Pages of the telephone directory. The B. F. Goodrich Company, Akron, Ohio.



SEALS PUNCTURES TOO!



HUDSON HORNETS SET ALL



This Record Proves You Can't Beat a Hudson for Stamina, Safety and Power

1952

W. Palm Beach, Fla., Jan. 20...Hudson first
Daytona Beach, Fla., Feb. 10...Hudson first
Jacksonville, Fla., Mar. 16...Hudson first
Gardena, Calif., Mar. 23...Hudson first
N. Wilkesboro, N. C., Mar. 30...Hudson first
Tampa, Fla., Mar. 30...Hudson first
Martinsville, Va., April 6...Hudson first
Columbia, S. C., April 12...Hudson first
Macon, Ga., April 27...Hudson first
Langhorne, Pa., May 4...Hudson first
Darlington, S. C., May 10...Hudson first
Toledo, Ohio, May 11...Hudson first
Dayton, Ohio, May 18...Hudson first
Gardena, Calif., May 25...Hudson first
Canfield, Ohio, May 30...Hudson first
Toledo, Ohio, June 1...Hudson first
San Diego, Calif., June 1...Hudson first
Occoneechee, N. C., June 8...Hudson first
Charlotte, N. C., June 15...Hudson first
Detroit, Mich., June 29...Hudson first
Niagara Falls, Ont., July 1...Hudson first
Toledo, Ohio, July 4...Hudson first
Owego, N. Y., July 4...Hudson first
Williams Grove, Pa., July 6...Hudson first
Monroe, Mich., July 6...Hudson first
Gardena, Calif., July 12...Hudson first
Milwaukee, Wisc., July 13...Hudson first
South Bend, Ind., July 20...Hudson first
Dayton, Ohio, July 27...Hudson first
Richmond, Va., Aug. 3...Hudson first
Williams Grove, Pa., Aug. 10...Hudson first

Stock car races are far more than tests of speed. They are run on all types of paved and unpaved tracks for distances up to 500 miles, and they are dramatic proof of a car's true durability, safety and power. All makes compete and no other make has won

more than two races, while Hudson scored 31 victories. Hudson, with its rugged, high-compression engine and exclusive "step-down" design proves it is master in all conditions. Shown above, Dick Rathman winning in a Hudson at Langhorne, Pa., on May 4.



GRAND NATIONAL 100-MILE stock car classic at Darlington, S. C., May 10, where Hudsons took first and second. Of more than 60 entries in some races, only little more than half have even finished the distance! Yet Hudson has swept so far ahead of all stock car competition there is no challenger in sight! This record is a great guide for you in choosing a car. The stamina, safety and power that win these grueling grinds are important to you in daily driving.



TIM FLOCK, currently America's leader in stock car competition, chose Hudson to drive to top place this year, after a mediocre season last year with another make. He says, "A winning car has to have power to get you out front, stamina and safety to keep you there! Hudson is the best car built in the U.S."

TIME STOCK CAR RECORD!

31 VICTORIES IN 35 STARTS!

Never in history has one car given such a positive demonstration of superiority

As you know, it is impossible for a prospective buyer accurately to judge the relative merits of various cars through a casual examination or on the basis of claims.

Therefore, smart buyers are taking advantage of the record established in stock car racing which affords an impartial test of the important features of competitive makes—features which largely determine owner satisfaction.

In this rough, tough competition between cars just like the one you can buy from dealers, every make is com-

pared directly with other makes for power, durability and safety—the very qualities that are so vital to you in your daily driving!

With 31 victories already this year, Hudson proves it has these great qualities in measures no other car can match.

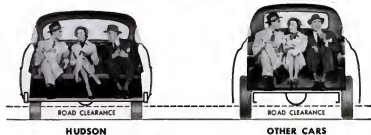
Brilliant power and performance? Yes! Rugged durability? Of course! Safety? Beyond compare!

But the big advantage Hudson has over all other makes is "step-down" design. This unique method of automobile construction is explained below:



"IN RACING," says Marshall Teague, seven-time winner in Hudsons this year, and first in history to win the Daytona Beach Classic two years running, "you need alert reserve power to get out of tight spots. Hudson has power to spare. Hudson's lowest center of gravity is a winning advantage on curves."

This illustrates why Hudson's exclusive "step-down" design brings you America's lowest center of gravity for the safest, surest driving and the best ride in any car at any price!



ONLY in Hudson is the floor lowered down within the base frame, creating "step-down" design. Hudson seats are lowered, the roof is lowered while still providing full head room and road clearance. The result is the lowest center of gravity in any American car. You get the greatest safety, steadiest ride, and surest handling in any car at any price!

IN ALL MAKES EXCEPT Hudson, the floor is placed on top of the base frame. Seats can't be lowered without cutting down on road clearance, the roof can't be lowered without cutting head room. This results in a higher center of gravity, with less stability on the road and on curves, less sureness in handling, less safety for you and your family.



TIM FLOCK, BUD SHUMAN AND HERB THOMAS, left to right, made a clean sweep of first, second and third in three Hudsons in Detroit's 250-mile Anniversary Race on June 29. They all agree Hudson, with exclusive "step-down" design, is unbeatable.



HUDSON SMOOTHLY rounds a curve at N. Wilkesboro, N. C., to win again! This scene shows how exclusive "step-down" design, with its lowest center of gravity, makes Hudson's great power more useful on the road. Your ride is smoother, steadier, safer in Hudson and you are comfortably relaxed, even at the end of the longest trips.



DISCOVER FOR YOURSELF Hudson's amazing power and the big advantages in exclusive "step-down" design. Visit your Hudson dealer; or if more convenient, a telephone call to him will bring a Hudson to your door, with no obligation to you.

HUDSON MOTOR CAR COMPANY

This One





Baby's never had it so soft!

Playtex Babies are Happier Babies—Neater, Sweeter and Cleaner



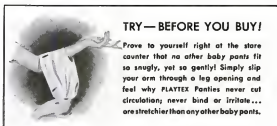
No other baby panty fits so snugly...protects so gently...

Playtex® Panties

The s-t-r-e-t-c-h-y waterproof latex panties that challenge comparison

In the colder months ahead, treat your baby to the more comfortable, waterproof protection that only PLAYTEX Panties can give! Made by the greatest name in baby-care, ventilated PLAYTEX Panties fit snugly...perfectly—yet never cut circulation; never bind or irritate. *They stretch all over for all-over comfort—as no ordinary baby pants can.* Compared feature by feature, PLAYTEX Panties are your best value in baby pants. Made of seam-free latex—soft and smooth—they slip on quickly, easily, without tearing; rinse fresh, pat dry with a towel; and stay soft, snug, and attractive 'til baby outgrows them. Let PLAYTEX Panties keep your baby “socially acceptable”* always!

Featured at your favorite Department Store and wherever Baby Needs are sold.



More babies wear Playtex than any other baby pants!

International Latex Corp., PLAYTEX PARK, Dover Del. • Playtex Ltd., Montreal, Canada

*TRADE MARK

You are looking at the most popular shoes in America

You are looking at 14 typical styles from the largest selection of men's shoes in the country.

They will be bought by bookkeepers and bankers, college seniors and ball players, executives and mechanics... by men from every walk of life. By men like you.

They will be bought by more men this Fall than any other brand of shoes.

Because Thom McAn has brought to the tradition of fine New England shoe crafting the modern miracle of mass production.

Because Thom McAn has raised its quality standards year after year for three decades.

Because only with a streamlined maker-retailer operation like Thom McAn's, America's largest, is it possible to bring you such quality and value at such a price today.

When you get your first pair of Thom McAns, you'll be friends... for life!

Supple Calfskin. Classic styling that's always correct. Leather sole.

#5624



Authentic detailing makes this an outstanding executive style. Leather sole.

#5752



Executive version of new U-wing style. Leather sole.

#6383



Trim styling combined with moccasin comfort. Leather sole.

#6553



New Foam Crepe sole. Lighter, springier, practically wear-proof.

#6452



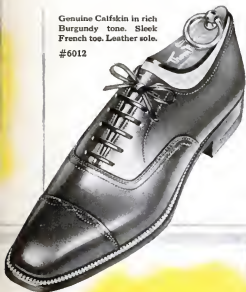
Thom McAn

WORN BY MORE MEN THAN ANY OTHER BRAND

A Division of Melville Shoe Corporation, 25 West 43rd Street, New York 36, N. Y.

Genuine Calfskin in rich Burgundy tone. Sleek French toe. Leather sole.

#6012



Fall's favorite, rugged Scotch Grain. New rolled seam moccasin style. Leather sole.

#6551



Perennial favorite of well dressed men. Finely detailed and stitched wingtip. Leather sole.

#6362



New slip-on shoe in U-wing style. Elasticized for trim, comfortable fit. Leather sole.

#6702



Heather Grain wingtip on a broad, sturdy sole. Storm welt.

#6370



New Streamlined style. Handsome Cordovan color. All weather welt.

#6447



Deep blue suede leather. Roomy plain toe. Double-deck welt all around.

#7876



Styled for younger men. Smart criss-cross lacing and Zebra storm welt.

#6237



Casual moccasin style. Mahogany leather. Double-deck welt goes all around.

#7251





"M-M-M—looks like you're in for it"

This individual contends that he can see your future by looking into a crystal ball.

Your insurance man cannot foretell the future but he does know that losses and disasters happen to lots of people every day and he *CAN* tell you how to guard against loss should you be one of them.

Call the America Fore insurance man and let him check your protection! He will be glad to do this . . . and with no obligation on your part.



For the name of a nearby America Fore Insurance man or claims office, call Western Union by number, ask for Operator 25.

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 INSURANCE COMPANIES OF NEW YORK

America Fore
 INSURANCE GROUP

LOOK FOR THIS SEAL ON YOUR POLICIES

LETTERS TO THE EDITORS

THE COMFORTER

Sirs:

Your article on "The Comforter" (LIFE, Aug. 25) is an outstanding example of accurate reporting, and is a service to the public.

Anesthesiology is the fastest growing of all medical specialties, and public understanding of the duties of the physicians who specialize in this science is vital.

C. WALTER METZ, M.D.
 President

The American Society
 of Anesthesiologists
 Chicago, Ill.

Sirs:

Thanks for the graphic portrayal of the role of the anesthesiologist in modern surgery. To a pioneer in this specialty, it has brought a sense of deep satisfaction in "belonging."

EMER H. STUMPF, M.D.
 Snyder, N. Y.

Sirs:

There's doubt in my mind as to how you pronounce anesthesiologist but no doubt about Dr. Vincent Collins. Should I undergo another operation I hope someone like him is around . . . What a boon for patients!

You say he works 18-hour days: has this poor man no home life?

NANCIE HAWKES
 Cambridge, Mass.



ANESTHESIOLOGIST AT HOME

Sirs:

In friendly rebuttal to your depicting statement that anesthesiologists "simply put people to sleep and wake them up again," let me say: Nurse anesthetists perform primarily the same duties with great technical skill and perhaps give the majority of anesthetics in the U.S.

As administrator of a small rural hospital, I rather doubt if nurse anesthetists will be rapidly replaced by the highly skilled and highly paid anesthesiologist.

FRED C. MULDERLIER
 Crete, Neb.

ALEXANDER CALDER

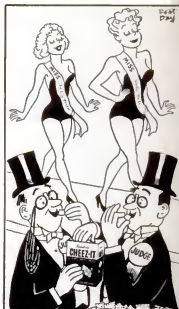
Sirs:

Some notables may have been delighted with Alexander Calder's circus ("Calder and His Mobiles," LIFE, Aug. 25), but Thomas Wolfe failed to respond to its charm. Describing it as "Patsy Logan's circus in a memorable chapter of *You Can't Go Home Again*, he performed a literary hatch job on the circus and on its originator.

ELLIOTT GRAHAM

New York, N.Y.

● Wolfe wrote: "It was astounding to see intelligent people—people who had had every . . . advantage of travel, reading, music . . . and usually so impatient of the dull, the



GOOD
 any old
 time!



America's largest selling cheese cracker!
 Sunshine Biscuits, Inc.



"Yessir, the first words I ever spoke were—

CINCO-THERMOSEAL

"Seems like that's all my folks ever talked about. Pop loves 'em because he never has to change screens or storm windows. Mom is always reeling about how they keep the home warmer in winter, cooler in summer and so much cleaner. And of course that year-round rainproof, draft-free ventilation is out of this world."

CINCO-THERMOSEAL

DO LUXE ALUMINUM COMBINATION SCREEN & STORM SASH

For free literature and name of nearest dealer, write Dept. 3-16-92
 THE CINCINNATI FLY SCREEN DIVISION
 of the F. C. ROSS CO. Company • Cleveland 1, Ohio

CONTINUED ON PAGE 11



Could be for your town!

THAT PINK-AND-WHITE STRIPED STUFF is paper-wrapped Bell telephone cable before it gets its outer protective coverings. It's made up of hundreds of insulated wires that are spiraled together on giant machines like the one in the background.

Right now telephone cable—and all the other equipment like telephones and switchboards that Western Electric makes—is doing a double job. Not only does it help supply more telephone service for civilian needs, but it helps defense plants keep on schedule and serves to coordinate military activities.

And, because of the specialized experience we've gained in making telephone equipment for the Bell System, Western Electric is able to turn out many kinds of special military communication and electronic equipment for the Armed Forces. With us, it's full speed ahead on both jobs!

Western Electric



MANUFACTURING AND SUPPLY
UNIT OF THE BELL SYSTEM

Donna Gillen



Cheer your team to victory! See your college take on its big rivals. Watch the top "pro" teams fight it out. Plan to go to the Rose Bowl or other "Bowl" games. A week-end allows plenty of time, if you go by air.



The best hunting in America—and the best fishing—are only hours away by air. On a one-week holiday you could have *nine* days of sport; leave on a Friday night, return on a Sunday night. You can take 40 pounds of luggage free.



Go home for the holidays. Big, modern DC-6 airplanes can whisk you across the entire continent in less than half a day! Flying makes it possible for you to attend faraway weddings, graduations, anniversaries and other family events.

"Faraway" Fun that flying makes possible!



A big time in the big city is easy to arrange—if you use the airlines. Flying gives you more time for pleasure in the city you're visiting . . . or lets you return home sooner. What's more, the trip is so short you don't have time to get tired and mused.



Visit summer this winter. By air, you're merely hours from sunny tropical beaches! For free, expert help in planning any trip, ask the airlines listed below. Or see a travel agent; look under "Travel Bureaus" in your classified phone book.

WORLD'S MOST MODERN AIRPLANE. Today, 79% of Douglas production is military. But the new DC-6's are being built for the airlines, too. The Douglas DC-6, most modern civilian airplane in the skies today, has carried over 20 million people on these leading airlines of the world:

AA Argentina • AMERICAN U.S. • BCPA Australian New Zealand
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*Soon **As freight

Twice as
many people
fly **DOUGLAS**
AS ALL OTHER AIRPLANES COMBINED



WORLD'S LARGEST BUILDER OF AIRCRAFT FOR 32 YEARS • MILITARY AND COMMERCIAL TRANSPORTS • FIGHTERS • ATTACK PLANES • BOMBERS • GUIDED MISSILES • ELECTRONIC EQUIPMENT • RESEARCH

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into a

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knit
suit



dreamy-soft
saphyr
chamille...in
10 tempting
shades!

Knit to fit...and
flatter! Dolman-sleeved
...diagonal chevron
pattern...concealed panel
seams...and a gleaming
solid brass buckle!
Sizes 10 to 18. About \$35

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at better stores
everywhere...or
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LETTERS TO THE EDITORS

boring, the trivial—patiently assembled to give respectful attention to Piggy Logan's exhibition."—ED.

GENERAL NAGUIB'S COUP

Sirs:

Exciting and dramatic was the news of the Egyptian coup as covered in *LIFE* ("A King Is Deposed," Aug. 25). It was perplexing to be left in a launch beside Farouk's yacht. What conversation passed between these two men? What were Farouk's reactions?

(Mrs.) MARY K. McCALLEY
Greensburg, Pa.

• Neither Author Naguib nor Farouk will say.—ED.

ALISTAIR COOKE

Sirs:

Alistair Cooke manages to combine the best of two cultures ("A Cooke's Look at America," *LIFE*, Aug. 25). Is Mrs. Cooke British or American?

WONORON WHITE-STREET JR.
Lexington, Va.

• Mrs. Cooke is from Montclair, N.J.—ED.

Sirs:

I happened to be on hand when Susie Cooke—aged 3, not 4—got a first look at herself in *LIFE*. Now she wants to be on your cover. This picture taken at her bedtime on the same day shows she might qualify.

ROY LOCKWOOD

New York, N.Y.



CANDIDATE FOR LIFE'S COVER

GOVERNOR STEVENSON

Sirs:

Although you announce that "Adlai Resches for the Common Touch" (*LIFE*, Aug. 25), it would seem that a man who can reflect such a variety of expressions—some humorous, some homely, all unselfconscious—already possesses the "common touch."

MARGARET MULLER
Cambridge, Mass.

Sirs:

It is in bad taste to catch a man in public life off guard. Governor Stevenson is a presidential candidate, not a Bob Hope or Jimmy Durante.

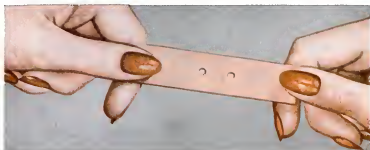
SOPHIE F. GREEN

Yonkers, N.Y.

• Stevenson was aware at all times that he was being photographed. Furthermore the selection of a president is so important that *LIFE* feels that U.S. voters are entitled to see everything possible about the candidates, including their unguarded moments.—ED.

CONTINUED ON NEXT PAGE

New Bandage Made of Flesh-colored Plastic!



Stays clean! Won't loosen in water!



BAND-AID TRADE MARK Plastic Strips

Waterproof! Smooth plastic sheds water, washes clean. Stays snug; never gets soggy.

Flesh-colored! Inconspicuous. Comfortable, too, because they fit and stretch like your skin. Neatest bandage ever!

100% Sterile

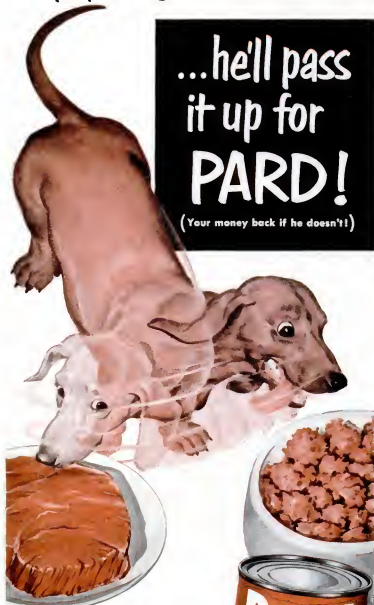
Johnson & Johnson



Tempt your dog with red, raw meat

...he'll pass
it up for
PARD!

(Your money back if he doesn't!)



Better for him too—than meat alone!

What's the most inviting dinner for a hungry pup? Who says, "A high-priced piece of red, raw meat?"

Wrong! He'll go for PARD first. And your money back if he doesn't!

Pard's better for him too. For meat alone can't nourish a dog completely. PARD gives your dog all the good meat protein he craves, plus all the vitamins and minerals he needs.

Buy PARD—and watch him go!

CHLOROPHYLL added to combat doggy breath and body odors!

*Chlorophyllin—a derivative of Chlorophyll



Listen to Don McNeil's Breakfast Club, ABC radio, weekday mornings.



NEW DRY-TYPE FOOD! Never before one like it...with **Flavor HE CANT Resist!**

It took meat men—it took Swift—to make a dry dog food taste this good! Extra meat fat added. Chlorophyll too. Also Aureomycin to keep your dog "on feed"!

LETTERS TO THE EDITORS

CONTINUED

SPEEDY CATAMARAN

Sirs:

Despite your claim for the catamaran ("World's Fastest," LIFE, Aug. 25) I believe the Inland Lakes-type scow, and more particularly the Class "A" scow (single-hulled, lee-board scows, 38 feet long with 475 square feet of sails), is faster.

No official record exists, but a speed of 27 knots or more has been claimed for the scow.

Although you said nothing of the catamaran's ability to sail on the wind, I should think that an "A" scow would have no trouble defeating it in a race on a triangular course.

JOHN R. KIMBERLY JR.

Neehah, Wis.



THE SCOW: WORLD'S FASTEST?

Sirs:

The world's fastest sailboat is at Waikiki Beach, Honolulu: the *Manu Kai* ("sea bird" in Hawaiian).

The men who designed her are Woody Brown, former world's champion glider pilot, and Alfred Kamaele, a talented Hawaiian. The *Manu Kai* is the result of months of research, and these men deserve recognition.

The reasons for her speed are her lightness, shallow draft and narrow hull taper ratio—the net effect being: no bow-wave to fight, a minimum of drag and a maximum utilization of wind force. She is 40 feet over all with 450 square feet of sail.

The *Manu Kai* offers to race any sailboat, under any wind and sea conditions and at any time!

LIEUT. RUBY CROFT

Carswell Air Force Base
Fort Worth, Texas

CONTINUED ON PAGE 14

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HEARTBURN, NOW!**

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.



FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

LOOK YOUR BEST...
WEAR
BEE HATS

First...
IN STYLE

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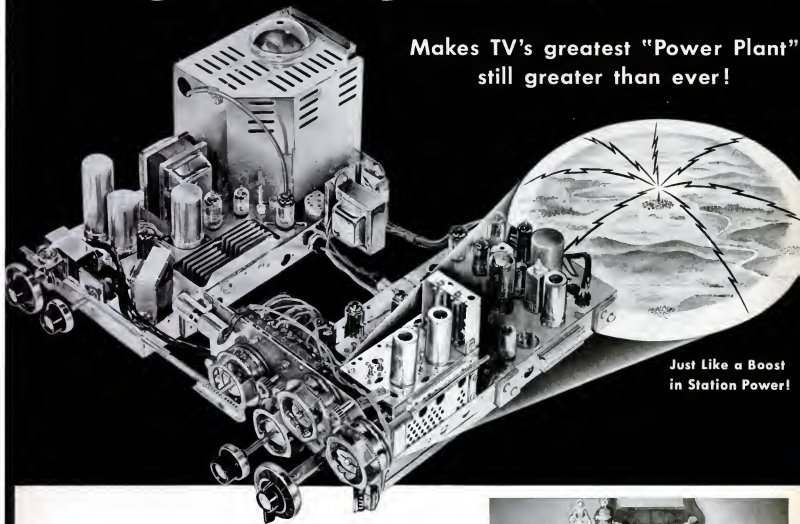
FINE QUALITY
CUSTOM MADE
FUR FELTS

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NEW FROM PHILCO...SENSATIONAL

Golden Grid Tuner

Makes TV's greatest "Power Plant"
still greater than ever!



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in Station Power!

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On the campus! Son wears Pan American suit coat as a sport jacket with gray flannel slacks.



Back in the city! Father is "in conference" with a 3-button, patch-pocket Pan American suit.

SPEAKING OF PICTURES

A long-lost photograph
of Lincoln in coffin is
published for first time





This is the only photograph of Abraham Lincoln taken after his death; it was made while he lay in state in New York City, April 24, 1865, and has never been published before. The picture will appear in Lincoln Historian Stefan Lorant's forthcoming book, *Lincoln: A Picture Story of His Life* (Harper & Bros., \$6). Behind the coffin are busts of Daniel Webster (*left*) and Andrew Jackson. At the head of the coffin is Rear Admiral Charles H. Davis; at the foot, Brig. General E. D. Townsend. The picture itself is historic, but so is the account of how Townsend arranged it and the storm it caused. For that story, turn page,

The picture precipitated war by wire

by STEFAN LORANT

Author of forthcoming *Lincoln: A Picture Story of His Life*

IT was the morning of April 24, 1865 when the funeral procession with Abraham Lincoln's body reached New York City. The coffin was carried up the steps of City Hall and placed on the huge catafalque in the rotunda. Within 24 hours 120,000 people had filed past the catafalque to have their last look at their beloved President. Those who could not get to City Hall or force their way into the procession past the coffin had to be satisfied with newspaper accounts of the scene. This description of the President's appearance was given in the *New York Times*:

"The color is leaden, almost brown; the forehead recedes sharp and clearly marked; the eyes deep sunk and close held upon the socket; the cheek bones, always high, are unusually prominent; the cheeks hollowed and deep pitted; the unnaturally thin lips shut tight and firm as if glued together, and the small chin, covered with slight beard, seemed pointed and sharp. The body is dressed in black, the white turned-over collar and the clear white gloves making a strong contrast to the black neckcloth and the leaden-hued features."

Yet two photographs were taken. Just before the doors of City Hall were opened to the waiting thousands, a photographer and his assistants were setting up their equipment in the darkened hall. The photographer was Jeremiah Gurney Jr., owner of New York's most fashionable studio at 707 Broadway. He alone had been permitted to take pictures of the solemn scene. Whether it was Major General John A. Dix, Commander of the Department of the East, who had granted the privilege, or whether it was Brig. General Edward D. Townsend, Adjutant General of the Army, we do not know. The best guess is that the permission came from Townsend.

Townsend not only had been a confidant of Lincoln, but he also had a sense of history. Some years later he was responsible for founding a vast collection of official records on the



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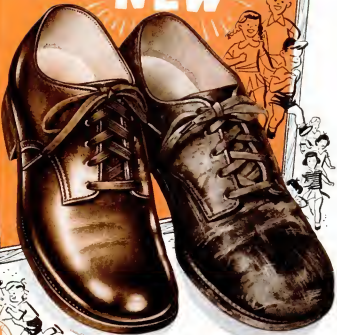
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Civil War, which ran to more than a hundred volumes when printed. Townsend knew the value of a photograph showing Lincoln in his coffin. And he was not averse to standing by the coffin and immortalizing himself with the President.

Gurney station his big camera on a gallery 20 feet higher than the body and at least 40 feet away from it. The casket was opened, the mourning drapery was arranged and the stage was carefully set for the exposure. General Townsend placed himself at the foot of the coffin. Admiral Charles H. Davis took his position at the head. There they stood, motionless, while the picture was made. The city hall rotunda was dark and the black drapes made it even darker. According to a contemporary account, it took 24 minutes to fix the picture on the plate, but this must be an exaggeration. It is more likely that the exposure did not last longer than a minute or two. Then the doors were opened for the waiting crowd.

As soon as the newspapers ran stories about Gurney's special privilege, New York's photographers and illustrators sent bitter wires to Secretary of War Edwin Stanton. So Stanton was hit from two sides. Hardly had the protests from the photographers reached him when Mrs. Lincoln, lying ill in the White House, read the newspaper stories and complained too. Stanton's perfumed beard bristled with indignation. He wired General Townsend, "I see by the New York papers this evening that a photograph of the corpse of President Lincoln was allowed to be taken yesterday in New York. I cannot sufficiently express my surprise and disapproval of such an act while the body was in your charge. You will report what officers of the funeral escort were, or ought to have been, on duty at the time this was done and immediately

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AUTHOR LORANT, shown with part of his picture collection, has written more than dozen books and articles on Lincoln's life and times.

CONTINUED ON NEXT PAGE

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LIGHTERS SHOWN IN REDUCED SIZE

LINCOLN CONTINUED

relieve them and order them to Washington. You will also direct the provost marshal to go to the photographer, seize and destroy the plates and any pictures or engravings that may have been made, and consider yourself responsible if the offense is repeated."

Stanton's dispatch left Washington 20 minutes before midnight on April 25. By then General Townsend and the funeral train had already reached Albany. It was there, on the morning of the 26th, that the telegram was handed to him. Townsend was perplexed; he did not feel guilty. "I regret your disapproval," he replied to his superior. "But it did not strike me as objectionable under the circumstances." He added that he had telegraphed General Dix in New York to seize the plates and asked Stanton, "To whom shall I turn over the special charge given me in order to execute your instructions to relieve the officer responsible, and shall Admiral Davis be relieved? He was not accountable."

Poor Townsend! He knew little about his chief's personality. By the time Stanton received Townsend's reply he was in a calmer mood. He ordered the general to continue with the funeral train.

No more photographs of the dead president were allowed. But Townsend pleaded, in a wire to Stanton, that Gurney's plates be preserved, arguing that "the picture would be... a grand view of what thousands saw and thousands could not see." General Dix was out of New York on official business, so in his absence Major General John J. Peck went after the plates. "A dispatch from General Townsend advises of your condemnation of the taking of a photograph of the President's remains," he wired Stanton, "and orders the destruction of the plates, pictures and engravings. The plates include the pictures of General Townsend and Admiral Davis. They are in my hands awaiting your pleasure."

Photographer Gurney also made every effort to save his plates. He besieged the Reverend Henry Ward Beecher and Henry J. Raymond, the publisher of the New York Times. Both asked Stanton to let Gurney keep the plates. Meanwhile the desperate photographer sent a veritable broadside of telegrams to the Assistant Secretary of War, Charles A. Dana. With all this influence brought to bear on him Stanton finally

CONTINUED ON PAGE 34

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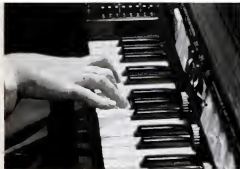
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LINCOLN CONTINUED

allowed Gurney to make a print from the negatives.

By this time General Dix had returned to his post in New York. On April 29 he informed Stanton that he had destroyed the larger plate and its print, but "the smaller plate I have under lock and key and I enclose herewith the proof taken from it." "Mr. Gurney," Dix wrote, "is very desirous that the plate should be preserved, and thinks Mr. Lincoln's family, when they see the proof, will be willing to have it returned to him."

The Secretary of War took the print to Robert Todd Lincoln, the eldest son of the President. Robert Lincoln was only 21 years old, but he already had decided views. He did not think it proper for his father to be shown in the coffin.

So Stanton wired General Dix on May 1 that the plate must be destroyed "and any copies that may be printed as heretofore ordered." The only print in existence, the only print to escape destruction, was the one Dix had sent to Stanton. The Secretary of War kept it; he did not have the heart to destroy it. After his death his son found it in the Secretary's files.

Twenty-two years after the picture was taken—in 1887—Lewis H. Stanton sent the print to John C. Nicolay, Lincoln's erstwhile private secretary. Nicolay too kept it under lock and key, showing it to no one. Then a young Lincoln student came upon it while he was browsing among Nicolay's papers in the Illinois State Historical Library in Springfield. He showed the faded picture to Dr. Harry E. Pratt, head of the library, who recognized at once what it was.



EDWIN STANTON, War Secretary for Lincoln, preserved the only print of controversial casket photograph hidden among his papers.

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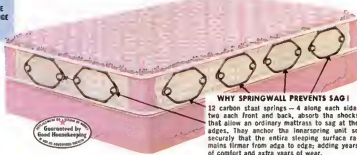
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HOW DOES SKIRT LINK OLD, NEW?



HOW HAVE THESE TWO BOYS—INTROVERT AND EXTROVERT—MADE COMMON CAUSE?



WHY WON'T SHE QUIT \$140 JOB?



THEIR ROLE IN A U.S. MIGRATION?



GENERAL'S ERROR PAID OFF, WHY?

A CONDITION OF INSATIABLE CURIOSITY

Whatever curiosity may have done to the cat, it has done nothing but good to journalism. As long as LIFE staff members are themselves insatiably curious we hope to anticipate the questions our readers will ask and even provide some added starters (see pictures above).

Here is a beautiful girl who doesn't talk and here is another who won't leave a low-paid job for a higher-paid one. The "why" of Rita Gam's silence (she is our cover girl, by the way) is explained on pages 103-109; Oveta Smith won't quit because she works and plays in a sort of office girls' paradise (pp. 150-155). The strangely adorned skirt shown above helps reveal New Mexico on pages 116-121; the unadorned statues are a clue to the different ways two generations of American artists, 100 years apart, have seen and painted Italy (pp. 88-98). For an answer to the question about the mistaken general (he was

Civil War), and a great new Lincoln find, see pages 16-24.

To understand the present political campaign it is not enough to know that two very different little boys somehow became Adlai Stevenson's campaign managers—we wanted to find out what made them tick and on pages 133-144 we pass along the information. There also is a deeper significance to the most obvious part of the campaign, the public meetings, than is revealed by pictures of the candidates speaking. So the editors asked: How are the candidates (and their feet) holding up during the hottest week of the campaign to date? Who are the supporting players? Can one estimate, from documentary pictures, how much of a dent a Republican can make in the South? How do specific listeners react to specific statements by the candidates? What happens when they address the same crowd? Some answers are indicated on pages 28-37.

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RITA GAM, SEE PP. 103-109

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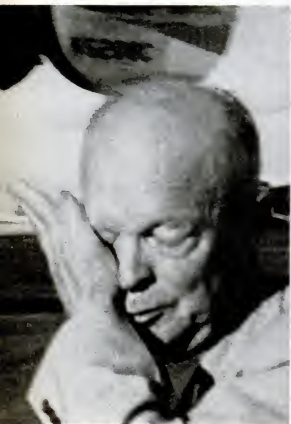
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NORTHERN EXPOSURE to sun made Adlai's pate glisten, kept his handkerchief busy in Detroit.



SOUTHERN EXPOSURE made general blink in Florida. At 8 a.m., in Miami it was 80° in the shade.

EAGER FOR A LOOK at candidate, listeners to Ike's Miami speech surge forward into his spotlight.

LIFE

Vol. 33, No. 11 Sept 15, 1952





IN A DRAFT from air conditioning in Philadelphia Ike clutched collar high to protect his speech-weary throat.



IN A STORM at Pontiac, Mich. Adlai clutched coat and mike, called off talk because of "this damned rain."

GAME BUSTS WIDE OPEN IN THE OPENING QUARTER

The pace and pulse of American politics never had been so quick—in six days last week millions more people in more places, even without benefit of TV, saw more of their presidential candidates than their grandfathers did in a whole campaign (see map on cover). On Tuesday night in Miami people peered expectantly into the tropical night for their first glimpse of Ike Eisenhower. By Saturday night he was 1,536 miles westward in Minnesota, having visited 11 cities, made 12 speeches and flown 4,547 miles. His opponent Adlai Stevenson matched him giant stride for giant stride. He started his week in Michigan, flew on to the Rockies to speak in Denver, next day spoke in both Kasson, Minn. and Cheyenne, Wyo. Mr. Truman chugged along still faithful to the whistle stop, but already his presidential special, like Mr. Truman himself, seemed superseded by the swoosh of the swift skyliners.

In his aerial reconnaissance of the Democratic South, Ike proved his strength as a campaigner. Everywhere the crowds were enormous, friendly, eager to return his famous grin with a neighborly smile. In Philadelphia, where 250,000 crowded the

streets, he was greeted with an enthusiasm that that great Republican stronghold had never given to Dewey or to Willkie. His speeches were blunt rather than eloquent. He was angry about corruption in Washington, he berated the Administration for frittering away the hard-won peace, he was anxious to reassure the farmers. His one weakness so far seemed to be his appearance on TV, a medium in which he had not yet found himself.

By contrast his opponent had become a TV personality—acclaimed as unique by its critics, his sophisticated wit rated far above that of TV's tarnished stars. But in his first personal appearances Stevenson's welcome reflected more curiosity than warmth. After his labor speech in Detroit his ally Walter Reuther of the U.A.W. commented that he was "in touch with his subject matter but not with the men." Some complained that his approach was too high-brow, others that he made too many wisecracks, but he serenely ignored his critics.

Traditionally the game of presidential politics begins slowly and cautiously on Labor Day, but this year it had broken wide open in the first quarter.



WELL-WORN SOLE was displayed by Stevenson at Flint, Mich. When he saw picture he had shoe resoled.



WELL-INSULATED SOLES of Eisenhower were immortalized in concrete by fervent Floridians at Miami.





THE ENTHUSIASTS give proof of the candidates' appeal. Here are a latter-day Barbara Frietchie who leaned out a flag-decked Hamtramck, Mich. window to

cheer Stevenson, a Pontiac, Mich. girl who let herself get rain-soaked to see him, and a Philadelphia lady who twice fought off cops to press Ike's hand personally.

CANDIDATES ARE NOT TEAMS' ONLY STARS

While the two presidential candidates were busy gaining ground, a number of well-known blockers and unsung linemen were also busy. One of the latter was Interior Secretary Oscar Chapman who duplicated the yeoman service he performed for Harry Truman in 1948 by running interference for Adlai Stevenson in 1952. Chapman quietly visited (and refused to be photographed in) towns where the Democratic candidate was shortly to appear, in order to appraise local political sentiment and factionalism. This information he then promptly passed on to Stevenson. The Republicans matched Chapman with a group including enthusiastic citizens for Eisenhower who also traveled from city to city to make sure crowds turned out for their candidate. Relatives of both nominees also were pressed into many public appearances. Meanwhile, as the spectators strained toward their idols (*above*), the first-string substitutes and an old grad (*below*) strove mightily for their respective causes.



CANDIDATE'S SONS accompany Stevenson to Grand Rapids, Mich. Adlai III, a Marine, shakes

hands with Mayor Paul Goebel as brother, Borden (*left*), watches. Stevenson addressed 4,000 there.



THE AUXILIARIES in the campaign included G.O.P. Veep Nominee Nixon, extricated from a lobster in Maine by his wife (*left*); whistle-stopping Harry Tru-



man, shown at Crestline, Ohio; and Democratic Veep Candidate Spertman, who, on arrival at Long Beach, Calif., spontaneously autographed cast on boy's arm.



A SHOWER OF THEIR OWN CONFETTI HIDES IKE ADMIRERS WHO LOADED MARQUEE OF BIRMINGHAM'S DINKLER-TUTWILER HOTEL AS GENERAL PASSED BY



HE IS GIVEN GRITS AT BIRMINGHAM



CONFEDERATE FLAG WAVES AT MIAMI



IKE GETS SOME ORANGES AT MIAMI



GOV. TALMADGE GREETS HIM

CLUTCHING HANDS GRAB AT THE GENERAL AS HE GETS INTO A CAR AFTER HIS SPEECH AT ATLANTA. SHOUTING AND LAUGHING, HIS ADMIRERS MOBBED HIM



THE SOUTH'S SOLIDITY IS PUT TO THE TEST

It was in Atlanta, Ga., just 88 years to the day after General Sherman entered the city on a different sort of mission, that General Eisenhower began his invasion of the Solid South. He had been warned not to expect too much success, but his strategists believed the tour would force Stevenson to divert his attention from the critical northern states long enough to keep his southern voters in line.

Surprisingly Ike's invasion of this tough Democrat country was a record-smashing success. He drove into Atlanta past crowds that set the politicians' eyes agog; 40,000 people filled the windows, lined the rooftops and stood a dozen deep in Peachtree Street. At Atlanta's Hurt Park, Ike addressed 40,000 more. Speaking briskly and confidently, he kept them in whoops and hollers. He, for one, did not regard them as "captive" voters for the Administration. Hitting harder than ever before, he called the Administration a "top-to-bottom mess," peopled by men "too small for their jobs, too big for their breeches and too long in power." In Jacksonville, Miami, Tampa, Birmingham and Little Rock he brought cheers with his new fighting phrases. He said the Administration was one of "stumble, fumble and fall" and called for "common woodshed honesty."

The general was back in New York by Wednesday night. His tour had lasted just 37 hours and 20 minutes but in that short time he had been seen or heard in person by 300,000 people. His success in no sense assured he would be able to crack the South. But at the week's end Governor Talmadge, who had introduced him enthusiastically to Georgia crowds, said his state's Democratic electors might switch over to Eisenhower. And in Louisiana Governor Kennon himself came out for the general.



IN MIAMI, IKE IS SILHOUETTED BY THE LIGHTS OF HIS CAVALCADE

ON HIS WAY TO MAKE SPEECH



SOUTHERN LADY MEETS HIM

FOR MORE THAN FIVE MINUTES



SMILING AT IKE, Atlantans respond warmly to warmth generated by the speaker. They interrupted his 25-minute

speech 27 times with applause or rebel yells. They cheered loudest when he attacked corruption in the Administration.

AS POINTS ARE MADE THE LISTENERS REACT

Down South, Candidate Eisenhower had spoken more or less off the cuff, but he came into Philadelphia with a carefully drawn indictment of the Administration's foreign policy. In the hall spectators were jammed so tightly that no one could move in the aisles—and a greater

audience followed the coast-to-coast telecast. Ike's theme was summed up in two trenchant sentences: "Seven years ago freedom won its greatest crusade. Today freedom falters and Communism crusades." His remedy: nothing less than a wholesale clean-up in Washington.



Listeners (left) are attentive as Ike says (above), "If today the driver of [your] school bus runs off the road, and if tomorrow he hits a lamp-post . . . you get a new bus driver."



"There is also need," said the general, "to bring hope and every peaceful aid to the world's enslaved peoples. We shall never be truerulent—but we shall never appease!"



"The one way—the only way—to win World War III is to prevent it. . . . That is the cause to which I now call America's young people. It is a cause for every American."



[We cannot seek to] "make the going look easy when it is tough. There will be mistakes, but the mistakes we make will not be doctored up to look like triumphs. . . ."



"Don't say to me—don't let anybody tell you—that the winning of the peace is too big, too difficult for us. Since when has any job been too big for Americans?"



"But whom can we trust for a program [of peace]?" asked Ike. The audience thundered, "You, you." Then he asked, "Whom can we trust to win the peace?" They cried out, "Ike, Ike."



To the Republican battle cry of "It's time for a change," Stevenson made his answer the next night, employing the wisecracks that have become his stock in trade. He spoke in Denver but his words also were directed to the TV audience. With heavy sarcasm he spoke of "gen-

eralizations (and I don't mean a pun)," said the party demanded "a blank check made out to change." Change to what? he asked. Change to a party that "has resisted about every important change for the past 25 years?" Indignantly he said he resented the accusation that

he would tolerate wrong-doers in Washington.

On these two pages LIFE records some pertinent quotes from these two major speeches— and with the candidate's own words his picture taken as he uttered them and, also in pictures, the reaction of the listeners as they heard him.



Stevenson gets laughs as he says it is not "necessarily fatal to change horses in mid-stream. But I doubt if it is wise to jump on a tow-headed elephant trying to swim in both directions. . . ."



"I've read the Republican platform, which is pretty good as a 'whodunit,' but it doesn't tell us what kind of domestic or foreign policy they are going to change to."



"... I believe this is the first time in history that it has been contended that now is the time for all good Democrats to come to the aid of the Republican party. . . ."



"I am a little cynical when I hear shouting the loudest for change the politicians who have consistently opposed change at every turn as far back as most of us can remember."



"It's time for a change in that old, tired, meaningless tune 'It's time for a change.' It has been used every four years and it hasn't started any dancing in the streets yet."



"We all believe it is always time for a change—a change to something better. The important thing," as Justice Holmes once said, "is not where we are but where we are going."



CONTINUED ON NEXT PAGE



IN FARM AREA EACH IS GENEROUS FRIEND

At Kasson, Minn., within the space of a few hours on Sept. 6, the general and the governor matched promises for the farmers' vote. In 1948, said Ike, the farmers had been panicked by a phony claim that a Republican Congress caused a shortage of storage space for grain. Then he got behind full price support up to parity. His opponent used Mr. Truman's tried and most trusted technique. The Republicans, he said, couldn't be trusted to deliver on their promises. In an area where the farmers are turning more and more to perishables, both gingerly agreed a way must be found to support these crops—a key tenet of the controversial Brauman plan. But Ike added, "We can and will find a sound way without [its] moral bankruptcy." The general personally got a warm, at times even emotional, welcome but the governor's speech got more and longer applause.



NOON DINNER GUEST, Ike ate country meal of fried chicken and fixings with Henry and Clara Snow.



GUEST FOR SNACK, Adlai ate a chicken sandwich at Snow farm where plowing contest was held.



THE CROWD spread over acres of the Snow farm. Eisenhower spoke to 80,000 (above), some of whom had been there for over three hours. By afternoon, when Stevenson arrived, the number had increased to 100,000.



MEETING of sorts took place by courtesy of a skywriter. Stevenson did not seem to notice what was going on overhead as he drove to the Snow farm, missing a real meeting with Eisenhower by only two minutes.



BATTERED B-36 AT CARSWELL STANDS BEFORE WRECKAGE OF ONE OF FIELD'S MAINTENANCE DOCKS

CRASH AND CATASTROPHE

Deaths in Detroit and a twister in Texas hit the Air Force hard

On Labor Day weekend the U.S. Air Force suffered two tragic blows. At a Detroit air show a pair of F-89 Scorpions were whining low and fast over a crowd of 51,000 when the lead plane pulled up to climb. Suddenly a wing tore off (right), and the plane swept crazily upward, lost its tail and plunged to earth. Its pilot, Korean war ace Donald Adams, and its radarman were killed instantly. Five in the crowd were injured by falling parts. Only two days later at Carswell Field in Texas, a wild 90-mile wind tore suddenly at the monstrous 10-engine B-36s of the Strategic Air Command,

destroying one and removing from the ready-for-action list some 30 more of the planes that now make up the only U.S. intercontinental air striking force. Congress began an investigation to discover why the Air Force, warned of high winds, had not protected the planes. In England the RAF was faring little better. At Farnborough one of its hottest jets, a De Havilland 110, traveling at the speed of sound, exploded above the heads of 120,000 spectators. Among the dead were eighteen in the crowd, the radarman, and the pilot, John Derry, first Englishman to exceed the speed of sound and live.



TORN-OFF TAIL dangles from ruined B-36. Four of the planes, which cost \$3 million, were tipped

over by wind which went on to do an additional \$1 million of damage to hangars and buildings on field.



MAJOR ADAMS' PLANE DISINTEGRATES (TOP) AS





WINGMAN CLIMBS TO ESCAPE DEBRIS SPEED WAS SO GREAT THAT ADAMS' ONE WINGED, TAILLESS PLANE LEFT LOST WING FAR BEHIND (BELOW, RIGHT)



THE UNSMOOTH PUBLIC COURSE OF TRUE LOVE

NETWORK HAD THE MARINE



SERGEANT SNOOZES in hideaway apartment where he was kept away from reporters before TV show on which he was scheduled to meet Patricia.



SERGEANT IS READIED for press conference (below) by TV assistant who was guard. Talk was arranged to appease newsmen who had hidden girl.



SERGEANT WEIGHS offer by *Daily News* reporter of \$1,000 for interview. Said Kidd, as *Mirror* man watched, "I can't. I'm government property."



WHEN HIS ONLY CONTACT WAS BY PHONE

Romantic sergeant and his girl are 'prisoners' before they kiss

Young love is usually a private emotional phenomenon, complicated by little more than gentle palpitation of the heart, tearful telephone conversations and coldness of the extremities. In New York last week Marine Sergeant Hugh Kidd, who was in love, and 20-year-old Patricia Hayes, who wasn't sure, found that romance can get ruggedly public when up for grabs by competing members of the press.

It all started when Sergeant Kidd, given sudden leave before shipping out to Korea, left his base in North Carolina and drove 600 miles to New York to see Miss Hayes. Unfortunately the lady, who had met Kidd on only one other occasion, was visiting friends in New Jersey. After spending a restless night parked outside Patricia's empty house, Kidd drove to Boston, where Patricia was reported to be staying with a cousin. There he phoned 60 of the Hayeses in the Boston directory before a weary operator suggested that police and local newspapers might be of more help. The search was to no avail: Kidd's leave expired and he drove to North Carolina empty-hearted.

By the time he arrived at camp New York's newspapers had located Patricia, back at last from their untimely sojourn in Jersey. An almost unparalleled paroxysm of matchmaking began. The *Daily Mirror*, wanting boy and girl reunited before their cameras, made plans to fly Patricia down to the Marine. CBS television, wanting boy and girl to be reunited before their cameras, made plans to fly the Marine up to Patricia. The *Daily News*, hopeful that love would find its way to them, watched for the right moment. Finally the network succeeded in getting Kidd released on another weekend pass. When the sergeant arrived in New York, he was whisked away to a hidden apartment (top, left) owned by a TV executive. Patricia, in the meantime, was in the custody of the *Daily Mirror*. It was only after phone calls and near-hysterics (opposite) that the two were reunited—for the strictly nonexclusive benefit of all. Understandably confused by romance's uproar, Patricia was still undecided about marrying the sergeant. Kidd, more in love than ever, talked like a real Marine. "Sbe'll name it," he said bravely. "I'll do it."

PAPER GUIDED THE LADY



PATRICIA APPEARS outside *Mirror* building where sergeant arranged to meet her after press conference. He arrived before she came out, then left.



PATRICIA GRIEVES in *Mirror* lobby while her mother and two reporters console her. Kidd, meanwhile, was around corner trying to phone her again.



PATRICIA SMILES as she finally walks to taxi cab meeting with Kidd. When newsmen tried to get into cab, angry Kidd kicked one out of the door.



IN TEARS OF EXHAUSTION FROM PHOTOGRAPHERS' FLASH GUNS AND REPORTERS' QUESTIONS, PATRICIA SOBS FOR PRIVACY WITH HER SERGEANT KIDD

THIS IS HOW THE PUBLIC SAW THE END OF THE AFFAIR



"DAILY NEWS" PICTURE of sergeant and his girl was this demurely smiling pose in the edition which hit newsstands slightly behind competition.



TELEVISION PICTURE, after initial meeting had taken place, showed Kidd and Patricia with John Daly (left) of CBS show, *It's News to Me*.



"DAILY MIRROR" PICTURE of kissing couple was on news-stands before show. Said Kidd of episode, "Next time I'll send Pat a telegram first."

AN END TO THE KOREAN WAR

THE AMERICAN PEOPLE WANT IT. WASHINGTON HAS NOT EXHAUSTED THE MEANS TO IT

General Eisenhower wants an "honorable ending" to the Korean war. So does the Democratic platform. So does the American Legion. So, presumably, does President Truman, and not only because it would help in the election.

In fact, who *doesn't* want the Korean war to end? Most Americans want it to end when they manage to remember that there is a war in Korea. (Last month's U.N. battle deaths: 527.) If one doesn't hear more peremptory demands for stopping it, the only creditable explanation is that most Americans don't see how it can be stopped.

We believe there is a way to stop the Korean war. By stopping it, we do not mean abandoning it, nor merging it into a larger war, nor yet conceding more than we should concede. The method we are about to describe involves the certainty of more casualties, but so does the continuation of the present "creeping war." The risks of failure (i.e., World War III) are no greater in our plan than in the present lack of plan.

Consider briefly the present position in Korea. Last April the U.S. made a "firm, final proposal," which cleared away all apparent obstacles to a cease-fire agreement except for the repatriation of unwilling prisoners. "From this point," said General Clark, "we will not retreat." On this issue the truce talks have been in chronic deadlock for four months. Our negotiator, General Harrison, keeps suspending them from week to week and spends most of his time pitching horseshoes. The Reds bring up new insults but no new proposals.

Militarily the "creeping war" has been equally inconclusive. U.N. forces hold a strong and thoroughly defensible line. The Reds accept steady losses from our bombers but keep their short supply lines open. The morale of our troops is "good" if resigned point-counting, and bravery whose sole motive is self-preservation, can be called morale. Van Fleet has built the ROK forces into a first-class army. Our Air Force has also been strengthened. Meanwhile the Reds have approximately doubled their air force and their army, and now have over a million men (vs. 600,000 U.N. troops) in position to end the present stalemate with a bloodier war than that of 1950-51.

In this situation nobody offers any real hope of immediate change for the better. General Harrison and the State Department still pretend that "patience and firmness"—i.e., more recesses and horseshoes—may bring the Reds to sign a cease-fire at any moment. They ask us to watch for a Mao-Stalin rift. And they comfort themselves with the thought that the present war is draining China's strength worse than it is draining our own. In fact, one of our ex-negotiators has argued that the present stalemate represents the "optimum situation."

We refuse to believe this. Whatever it may be doing to China the Korean war is draining U.S. strength. It is killing and maiming American soldiers. It is killing and maiming Korean civilians and ruining their country. It is a cause of political friction between us and our Allies. If it can be, it should be stopped.

Our plan for getting a cease-fire is simply to apply more military pressure. The recent stepped-up bombings, beginning with that of the Yalu power plants in June, were a step in the right direction. We need a series of such heightened pressures, spaced at two or three week intervals, like the turns of a thumbcrew; and each turn should be preceded by an ultimatum.

There are many ways short of all-out war in which we can badly hurt the Communists. We could send our planes

across the Yalu and destroy the big MIG base at Antung. We could do the same to other bases and rail and industrial targets in Manchuria. This would break the present self-imposed U.N. tabu and agitate our allies. Yet Mark Clark has already threatened that sort of retaliation if the Reds launch a major offensive.

We could also punish the Reds with offensive ground action, if not through center, then amphibiously around end, as MacArthur did at Inchon. We could apply pressure on the Chinese economy with a selective blockade. An aggressive-minded general like Clark can think of many ways to hurt the enemy.

Stalemate-minded diplomats can also think of many reasons for doing nothing. What they hold down is that any use of the initiative might provoke retaliation, perhaps even Russian involvement. This argument paralyzes our allies. To it, there are two answers.

First, the whole idea of truce negotiations is either serious or it is not. If the tent covers a charade, and our real purpose is to drain China's strength, then our allies and all who want to end the war are being cruelly deceived. But if the negotiations were ever real, then the stalemate is real. We will not surrender on the repatriation issue. We must therefore give Mao some new reason for forgetting that issue, such as force.

Second, as to the danger of "provoking" a bigger war, we hold that nothing provokes a Communist like nonprovocation. Stalin has the power to decide when or whether World War III will begin; this proposed tactic would not take it away from him. Bevan himself could not read "American aggression" into these thimblewit ultimatums, for there is a simple way to make clear, both to the Reds and to the free world, exactly what they mean. After each punitive action we would stay our hand, renewing our invitation to sign the same cease-fire agreement we offered in April. Each Red refusal would be followed by another ultimatum, its time limit specified, its target not.

"Leninism," said a Moscow paper last week, "is the enemy of dogmatism." The Soviets have shown in Berlin and in Greece that they are willing to liquidate an overcostly campaign. Our problem is to make it overcostly for the Communists, as it is now overcostly for us. To do that requires no magic formula but a measure of courage and resolution.

And having won our truce, what would we have won? In the long perspective of our struggle with Communism, a cease-fire in Korea would not, of course, be a decisive event. For many months it would not even diminish our commitment there. The truce would have to be enforced at least until the ROKs, with our arms and training, are able to defend their own country.

However, this period of enforcement would be free from bloodshed. It would lessen the drain on our resources and give us time to organize a general defense of the Pacific area. It would restore to us the strategic advantages of our offshore position, where choices can be made and the initiative recovered.

The millions of Americans who want a Korean truce are not military experts and are easily silenced by their own ignorance. In this case, however, their instinct for a truce seems to represent a higher political and strategic wisdom than Washington's pussyfooting. Where there is no will, there is no way. If Washington has the will for a truce, it has not exhausted the ways to get it.



This soup of Old Colonial days,
Though made today in modern ways,
Is still a fav'rite, noon or night—
So come and bring your appetite!



An Old-time

AMERICAN FAVORITE

CHICKEN NOODLE SOUP

Campbell's make it in the time-tried way—
with plenty of fine CHICKEN and NOODLES

This delicious soup is part of our heritage of homey, flavorful dishes which are as truly American as they are truly good. In preparing Chicken Noodle Soup today, Campbell's abide by the old tradition. They make the stock with plenty of chicken to give it a golden richness... add egg noodles for further heartiness, and tender pieces of chicken for every plateful.

Campbell's Chicken Noodle is a soup to serve you well and often—and to keep handy on your soup shelf. It's always so sure of a welcome!

Campbell's CHICKEN NOODLE SOUP



Recipe for BIRDS EYE Super Dinner

FIXES IN LESS
THAN 20 MINUTES...

COSTS LESS
THAN 25¢...

A PLATE!



Speedy Birds Eye Super Dinner



OCEAN PERCH THAT'S OCEAN-FRESH!

Waste-free! Work-free! Birds Eye does the cleaning and filleting. You just pop the sweet all-meat perch fillets in the pan...



PEAS THAT ARE YOUNG AND SWEET AND FLAVORFUL!

Farm-fresh! Picked the morning they're sweetest. Shelled, washed, ready to cook. 12 full ounces—at least $\frac{1}{2}$ more than most other frozen brands.



FRENCH FRIES THAT ARE FRIED FOR YOU!

Just heat Birds Eye French Fries in the oven—they crisp up crunchy outside, wonderful inside. No get the makings for this speedy, economical Birds Eye dinner TODAY.

REMEMBER...
It isn't Birds Eye...

unless it's marked... → BIRDS EYE!





ALTHOUGH WOMEN WON VOTE IN 1948, THEY HAD TO QUEUE UP SEPARATELY FOR FIRST PRESIDENTIAL BALLOTS

WOMEN OF CHILE GET THEIR MAN

The women of Chile voted for a president. Thanks perhaps to this gentling influence, the election was unprecedented for orderliness (only one man and no women were killed) and for enthusiasm—84% of 1,105,000 registered voters went to the polls. It was also unique because the women, comprising a third of the electorate, swung it.

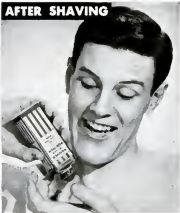
The petticoated politicians quickly got behind Carlos Ibáñez, the onetime dictator-president who was thrown out in 1931 by the menfolk. In a four-man race 75-year-old Ibáñez, nicknamed "The Horse," won a landslide plurality of 47%. This put him so far ahead of Arturo Matte, in second place with 26%, and the weak third-place 19% of Pedro Alfonso, outgoing President González' candidate, that it seemed sure that congress would certify his election.

Ibáñez, a friend of Argentina's Perón, campaigned on Perónlike themes with Maria de la Cruz, head of the Partido Feminino, who even resembles the late Evita (right). Opposing "Yanqui imperialism," and favoring Chile-first nationalism, Ibáñez promised to sweep out (his emblem was a broom) the bureaucracy of González' administration. Some feared he might become dictator again, but all, especially the women, hoped he would succeed in reducing milk from its present 8 pesos and 40 centavos a bottle to the 40 centavos it cost when he was boss before.



WINNING TEAM, Ibáñez and principal woman backer, Maria de la Cruz, acknowledge cheers at campaign rally.

AFTER SHAVING



Cool on the face!

Coollest finishing touch to every summer shave... Mennen Talcum for Men! Neutral tint won't show on your face, but it helps cover nicks and blemishes, and *dims face shine!*

AFTER BATHING



Cool all over!

After bath, shower, or swim, dust the body with Mennen Talc. Helps keep you dry, comfortable, chafe-free, and *cool!* Finest imported Italian talc, micropulverized for fineness.

*Dims face shine
Eases body chafe*



Largest-selling men's talc in America

*What's in the
Stars for You!*



SCOTLAND'S
FIRST
SCOTCH

HEATHER
LIGHT

FLAVOUR
OF THE
AGES

325 YEAR
HERITAGE

WORLD WIDE
PRESTIGE



don't be vague... say

**FIVE STAR
Haig & Haig**

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LIFE ON THE NEWSFRONTS

A stage star dies, new tennis stars are born,

A stage manager once told a great stage star, "Listen, Gertrude, you were such a damn nuisance in the chorus, we had to take you out and make you a leading lady." Ever since 1924 when she left the chorus of *Charlot's Revue* to sing *Limehouse Blues* to a wildly enthusiastic New York audience, Gertrude Lawrence had been exactly that. The leading lady in musical comedies like *Lady in the Dark*, in a spoof of the Oxford Group called *Susan and God* and in Noel Coward specialties like *Private Lives* and *To-night* at 8:30, she shuttled back and forth between England and America, scoring hit after hit in both countries. Last month she temporarily left the east of her 74-week Broadway musical, *The King and I*, to be treated for jaundice. On the morning of her sudden death at 54 last week, the show's newspaper ads (written on the assumption that she would return) carried the perfect epitaph for a leading lady: "Gertrude Lawrence—A Great Hit."



GERTRUDE LAWRENCE

Some time ago the Egyptian government generously promised to pay 10 Egyptian pounds for every male child born on Jan. 16, 1952—birthday of the new king, Ahmed Fawad II. But when the figures were compiled, astonished statisticians found 14,630 male births for that day, compared to the average daily number of 1,500. Unable to believe such a coincidence and unable to prove who was lying, the government last week officially reneged on its promise.

Peach pits for the Sahara

Richard St. Barbe Baker is an Englishman who just loves trees. As head of a society called The Men of the Trees, he has undertaken to reclaim the southern wasteland of the Sahara Desert by filling it with forests. Since peach trees do fine in the desert, Baker initiated a nationwide peach-pit campaign which culminated last week in Trafalgar Square. There, while passing Londoners gobbled up peaches and threw the pits into sacks, Baker's four-man expedition was blessed by the vicar of St. Martin-in-the-Fields. Then they were off to Dover and the Sahara, armed with great expectations and 20,000 peach pits.



RACING CAR SAILS 50 FEET HIGH, STARTS TO DISINTEGRATE

At an auto race in Dayton, Ohio, car No. 37 suddenly locked with another racer on a turn. Driver Jim Rigby fought desperately with the steering wheel to regain control, but the car bounced crazily across the track, shot up a steep embankment and catapulted 150 feet through the air to crash in flames and kill Rigby.

OF THE WORLD

Ibn Saud shows gratitude for Mecca airlift



KENNETH ROSEWALL

With players like Frank Sedgman and Ken McGregor, Australia was expected to run off with the national tennis tournament at Forest Hills, but no one expected two 17-year-old Australian boys to steal the show and reach the quarter-finals. Lewis Hoad beat the 1950 U.S. champ, Art Larsen, and amazing young Kenneth Rosewall scored the tennis upset of the year by beating the No. 1 U.S. player, Vic Seixas. It made no difference that Hoad and Rosewall were eliminated the next day, Hoad by countryman Frank Sedgman and Rosewall by experienced

old Gardner Mulloy, who had to come from behind to win in five sets. The boys had already made their point: Australia's grip on the Davis Cup is apt to get firmer, not feebler, in the years to come.

* * *

President Truman finally found someone to take the place of Charles E. Wilson, who resigned as Director of Defense Mobilization last spring. It was Henry Fowler, a Virginia lawyer who has been a high-ranking deputy in the defense program. Fowler had planned to leave government service this month but agreed to stick around, along with Harry Truman, until the end of the year.

Crews swap aircraft carriers

In Bayonne, N.J. the Navy swapped the entire crews of two aircraft carriers. Explained the Navy: the *Antietam*, which has been serving in the Pacific, has been transferred to the Atlantic. Conversely its sister ship the *Shangri-La* has been on Atlantic duty but is being transferred to the Pacific. By switching crews the Navy will save the \$1.5 million it would have cost to move the crews' families and furniture both ways across the continent.

* * *



REAL COWS WATCH HELIUM COW BEFORE ITS ESCAPE

Two helium-filled craft made unexpected flights over the U.S. last week. In New Brighton, Minn. the Navy's huge new skyhook balloon was supposed to soar to a height of 120,000 feet, drift for 10 hours and transmit to earth valuable information about cosmic rays. Instead, the balloon sprang leaks and sailed off to a mere 35,000 feet before it fell to earth and was destroyed. And in New Richmond, Wis., a helium-filled, plastic black-and-white cow which was supposed to fly over the national plowing contest broke loose from its moorings two days ahead of schedule and drifted off across the country. Airlines were warned.

CONTINUED ON NEXT PAGE

SCHOOL DAZE?

IT'S A GREAT RELIEF getting 'em back to school... if you don't drop dead in the process! Time you get through washing, mending, sleeve-lengthening, and lunch-packing, you deserve a gold medal... or a Barcalounger!



relax in a Barcalounger!



FOR CONCENTRATED REST, there's nothing like a Barcalounger. Pour yourself a second cup of coffee. Sit down, lean back, and relax. In 15 minutes, you'll feel more refreshed than if you'd taken a nap in bed!

THE SECRET! It's the Barcalounger's patented "Floating Comfort". Without any knobs or levers the Barcalounger adjusts automatically, lets you think yourself into any position from sitting to full reclining. Yet the Barcalounger isn't a gadget. It's a fine piece of furniture you'll be proud to have in your living room! See the genuine Barcalounger at your furniture or department store. Look for the name Barcalounger under the footrest!

SIZES TO FIT EVERYONE in beautiful decorator fabrics, plastic, and leather.



One of the many Barcalounger styles being featured this Fall. There's a Barcalounger just right for you.

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Please send me free of charge:

☐ "An Adventure in Relaxation" Name _____
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Put pleasure before business...
when you travel take it easy!



When you go Pullman, you trade your world of business for a world of pleasure. You relax in the Club Car over pre-dinner refreshments. The

dining car is just a few steps away, where you dine on deliciously prepared, perfectly served dishes of your choosing, in finest restaurant style.



The weather is hot. But you're not. Your Pullman accommodation fills with fresh breezes at the drop of a

switch. You feel so cool and comfortable, it's no trick at all to drop off to dreamland in a wink or two!



Another "happy ending by Pullman" proves that it pays to put pleasure before business, when you

travel. Matter of fact, you get there so relaxed—so refreshed—so rested—doing business is a pleasure in itself.

You please your family when you Go Pullman. They know you're as safe in a Pullman as you are in your own home.

IT'S GOOD BUSINESS TO **GO PULLMAN**
COMFORTABLE, CONVENIENT AND SAFE

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NEWSFRONTS CONTINUED

New York State speed cops are now armed with a weapon so ingenious that the average motorist will find it almost impossible to get away with speeding. It is a radar camera which can be set up anywhere and aimed at any point in the highway. An antenna throws a narrow 300-foot beam. The speed of a car entering the beam is electronically recorded, and if the car is over the speed limit an electric switch automatically fires a 16-mm movie camera, taking a picture of the car and its license plate. The speed recorded is accurate within a fraction of a mile, so a driver can no longer argue that he wasn't really speeding.

* * *



A press agent and the Armed Forces got together on a beachy publicity stunt for the drive to recruit servicewomen: a picture of Marilyn Monroe flanked by a representative WAF, WAF, WAC and Marine. Miss Monroe was agreeable and appeared decked out in a low-cut dress. While an Air Force major stolidly supervised the ground-level picture-taking, more enterprising news photographers climbed on a platform and took pictures from a steeper angle. The ground-level shot (below) was acceptable to the Armed Forces but the platform shot (above) was unsuitable—not out of any disrespect for Miss Monroe, the military said gallantly, but out of respect for the dignity of the services. Miss Monroe professed to be "surprised and very hurt."



Kon-Tiki in reverse

Two years ago Thor Heyerdahl, leader of the famed Kon-Tiki expedition (LIFE, Aug. 14, 1950), drifted across the Pacific from east to west to prove that the ancient Peruvians might have traveled to Polynesia. Last week a 45-foot sailboat arrived in Callao, having sailed 6,700 miles across the Pacific from west to east to prove that the ancient Polynesians might have traveled to Peru. The boat, called the *Mira* in honor of a Polynesian goddess, contained Dr. Thomas Davis, his wife, their 5- and 10-year-old sons and two crew members. The Davises made the voyage eastward from New Zealand in 67 days. Although their ketch was severely battered by storms, there were only two mishaps—one of the two cats in the original company jumped overboard and the other died of seasickness.

* * *

King Ibn Saud of Arabia showed his appreciation of the U.S. Air Force's "Magic Carpet" airlift which delivered Moslem pilgrims to Mecca (LIFE, Sept. 8). To 86 pilots and crew members who took part in the operation he gave \$6,000 worth of flowing Arabian costumes.

Refresh yourself



Getting together with old friends is always a pleasure and there's no better way to exchange greetings than over a bottle of delicious, ice-cold Coke. Its life and sparkle add to any occasion—bring refreshment to all.

"COKE" IS A REGISTERED TRADE MARK.

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BLOWOUT-SAFE! PUNCTURE-SAFE! THE ON



Sequence photograph of a blowout. Car is equipped with New LifeGuard Safety Tubes.

↑ Blowout occurs here...

SAFE AGAINST ALL BLOWOUTS!

LIFEGUARD double air chamber



When you buy blowout and puncture protection, remember this! *Only the LifeGuard double air-chamber principle gives you complete safety in any blowout!*

If outer chamber blows out, the LifeGuard inner chamber still holds air—a lifesaving reserve of air that lets you come to a safe, controlled, straight-line stop.

In 17 years, in millions of miles of driving, we know of no case of failure of the LifeGuard principle in a blowout emergency!

SEALS ITS OWN PUNCTURES!



Why spoil a trip by having to change a punctured tire? This tube mends its own punctures. If a nail or other object penetrates, the puncture sealant automatically fills the hole; seals it up without loss of air pressure.

This puncture-sealant employs a principle similar to the Goodyear combat-proved, bullet-proof gas tanks used in military planes.

And these New LifeGuard Safety Tubes hold air more than 5 times longer than natural-rubber tubes.

NEW LIFEGUARD SAFETY TUBES

LY 100,000-MILE RE-USABLE PROTECTION!



↑ Tire still holds air...

↑ enough air...

to come to a safe, controlled, straight-line stop!

COSTS LESS BECAUSE IT'S RE-USABLE!



This is the only blowout and puncture protection that doesn't wear out when your tires wear out!

You can re-use your LifeGuard Safety Tubes in at least 3 sets of tires. You spread their cost over 100,000 miles or more. Thus, you actually save 20% to 43% per wheel!

Get this double protection *now* for the price of the tubes alone. If your tires are still good, just have your Goodyear dealer equip them with a set of New LifeGuard Safety Tubes.



Of course your **smartest buy** of all is a set of Goodyear tires equipped with New LifeGuard Safety Tubes. No other tires give you the same comfort, safety and mileage as Goodyears. No wonder more people ride on Goodyear tires than on any other kind.

by **GOOD YEAR**

LifeGuard, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



Deliciously yours!

P.S. Hunt—for the best. See your grocer's ads
and look in his store for the low price!



WEDGED UNDER ACCELERATOR IS PEBBLE WHICH LITERALLY DROVE VICTIM DOWNHILL IN MURDERER'S ATTEMPT TO HIDE CRIME

THE NOT-QUITE-PERFECT CRIME

A broken dome light, a clot of blood and a pebble change a Baltimore auto accident into a murder case

by SCOT LEAVITT

WHEN a man, whether guilty or innocent, is accused of murder, there almost always comes a moment of supreme anguish in which a barrage of facts seems to overwhelm him and the very walls of the room seem to close in upon him. If the man is guilty, it is the final, tortured hour of reckoning. If he is innocent, it is a time of terrifying realization that a conspiracy of circumstances might actually destroy him. This was the hour that came on Aug. 31 to George Edward Grammer, suspected of the murder of his wife.

The room in the county courthouse outside Baltimore, Md. is much like police offices anywhere—a creaking swivel chair, a rattling fan on the floor and a map of Baltimore rustling in the breeze. Aug. 31 was a Sunday, so the office was deathly still. Three officials focused their attention on Grammer's disheveled figure. In the background stood three armed cops. Patiently, politely, in soft-spoken voices, the questioners went over the story Grammer had told them. Calmly, taking a few seconds before each answer, Grammer replied to their questions. So it went for nearly two hours. Then one of them asked: "What were the last words your wife said?" Grammer stared at the floor and asked for a cigarette. Then: "Give me a minute to think."



VICTIM. Mrs. Grammer, is shown in last picture, taken two weeks before her death.

Maybe they were being polite to him because he was supposedly just a bereaved husband; his wife had been killed 11 days before. They had been questioning him, however, all afternoon Saturday and now Sunday. He had told them his story: he had driven with his wife to the railroad station in Baltimore, had given her \$4 for gasoline and had taken the 11:28 to New York. It was, he had told them, the last time he had seen her alive. The question of what her last words were seemed a ridiculous one in view of the account he had given them. Her last words would naturally have been, simply, "goodby."

But there was more to it than that. Although it had looked at first like a routine automobile accident he knew by now that a case was building up against him. So far as he could tell, it was nothing more than circumstantial evidence. But there was an amazing amount of it. He had seen the papers during the past 11 days, and he had seen how solid evidence, when strung together with a lot of perfectly logical conjecture, could be made into a damning charge. If such a mixture of clues and hypothesis happened to be an accurate one, George Edward Grammer had tried to commit a very cleverly concealed crime. The silent questioners sitting there waiting for him to speak must be thinking of how bad things looked for him. He did indeed need time to think.

The case against him, if true, went like this: 35-year-old George Edward Grammer, his 33-year-old wife Dorothy Mac and their three daughters had lived in the Bronx, N.Y. A few months ago Mrs. Grammer's father had died of cancer, and Mrs. Grammer and the children had moved to Parkville, a suburb of Baltimore, to make things a little more comfortable for her mother. On weekends and an occasional night, Grammer went down to Baltimore. Then his wife usually drove him to the station to catch a train back to New York, where he worked as an office manager for the Climax Molybdenum Company, on Fifth Avenue. But there were also many evenings when he was alone in New York. In the city, however, there was other possible feminine companionship.

The next step is not always as long as it seems—bitterness, recriminations and strongly worded letters from Dorothy in Baltimore, arguments when he went down for a night or a weekend. All these sorry little scenes piled on each other until the night of Aug. 19. The Grammers went for a ride in the new Chrysler he had bought her as an anniversary present.



ACCUSED. G. E. Grammer, shows effects of ordeal just after making his statement.

CONTINUED ON NEXT PAGE

Now - Throw Away Nicotine

—with the new
strikingly beautiful

**MEDICO
Crest \$3**



Filtered Smoking at its Finest! Yours to enjoy in MEDICO CREST

No matter what you're smoking now, you'll get more pleasure out of a Medico Crest Changeable Filter Pipe. Medico Crest is filtered smoking at its best! Choicest imported briar bowls, hand selected for beauty of grain. Finest workmanship — over 100 hand operations! New exquisite Burgundy finish! There's just nothing finer than a Medico Crest.

No matter which Medico Pipe you choose, you'll benefit from Medico Filtered Smoking. Its 66 baffle filter ends all your worries about harmful nicotine and tars; bitter juices and flakes; hot, throat-parching smoke.

When filter turns brown you throw it away. And with it you throw away all the nicotine and other irritants trapped inside. Insert fresh filter to enjoy anew the fragrant essence of clean tobacco smoke... cooler, dryer, sweeter.

*Br-r-r-r!
I used to swallow
what's trapped
in there...

...Time for a Fresh Filter.*



CHOICEST IMPORTED BRIAR
NOTHING FINER!

MEDICO

FILTER PIPES

Write for newest style catalog to
Medico Pipes, Inc., 18 E. 54 St., N. Y. 22

WITNESSES of wreck were these two policemen on patrol, Paul Hardesty (left) and John Eurice. Both were promoted last week for detecting suspicious circumstances.



BALTIMORE MURDER CONTINUED

Grammer had told the police that. Yet within an hour from the time he had said he was in the Chrysler with his wife, she had been murdered. On a dark, lonely road near the outskirts of Baltimore, someone had taken a bludgeon and smashed it into Mrs. Grammer's head until she was dead. She was struck eight times, until the weapon cut through the thick, blood-matted hair and flesh and fractured her skull. This the police knew. But, Grammer must have wondered, did they think he was the man who struck these blows?

In the prosecutor's office, smoke eddied and curled about the rattling fan, then swept across the floor. Still softly, still politely, one of the officials repeated the question: "What were the last words your wife said?" Grammer repeated his answer. He had to have more time to think.

Yes, the case against him was based only on the circumstantial



HUSBAND is comforted after crime by Mrs. Grammer's mother, A Baltimore photographer got this photograph of Mrs. Martha Schmidt giving Grammer some sleeping pills.



evidence. But this evidence was supposed to have been destroyed. Even the evidence itself showed that.

By one of those unaccountable coincidences that happen only in real life, two Baltimore County policemen were turning their patrol car onto Taylor Avenue at the very moment when a big blue Chrysler roared down the grade toward them. Screaming to one side, it sideswiped a telephone pole, crossed the road, ran up on an embankment and turned on its side. It stopped only 50 feet from the policemen. Inside was Mrs. Grammer. She was dead.

For the next five days Grammer, reading the newspapers, could only conclude that the police had treated it as an automobile accident. One of the papers, for example, said Mrs. Grammer "was injured fatally Wednesday when her car went out of control going down a hill on Taylor Avenue. . . Baltimore County Police reported." But despite that phrase, "Baltimore County Police reported," the police were not writing it off as an automobile accident. The evidence, the circumstantial evidence, indicated murder. The overturned car was full of clues, and these clues inevitably led to many others, and all of them seemed to fit into the pattern of the case against George Edward Grammer.

CONTINUED ON NEXT PAGE



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* SELF-WINDING



* WATER-PROTECTED



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the world's finest automatic watch



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Write for name of your nearest jeweler

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OFFICIAL WATCH OF CAPITAL AIRLINES





**HO-HUM! THIS PARTY
CAN'T LAST FOREVER!**



**NEXT TIME SERVE KING
—IT'S THE BLEND THAT
TASTES THE BEST!**



**FOR SMOOTHER, Milder,
LIGHTER DRINKS STEP UP TO
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN
THIS PRODUCT ARE 4 YEARS OR MORE OLD.
37% STRAIGHT WHISKIES. 62% GRAIN
NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN
DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



END OF THE PLUNGE came on this slope. Dotted line shows how car
raced downhill, struck telephone pole, careened across road and overturned.

BALTIMORE MURDER CONTINUED

These were the clues:

The car, despite a speed the policemen estimated at 60 mph, was far from demolished. Not a window was smashed. And there were no visible sharp edges in the car's interior which could have made the deep wounds found in Mrs. Grammer's head.

In the driver's seat there was clotted blood. The car had turned over on its right side, and Mrs. Grammer's body had fallen against the right front door. Had she been killed in the crash, she might have spurted blood onto the driver's seat. But she would also have bloodied the right side of the seat. And more important, blood takes at least three minutes to clot. It could not have clotted behind the steering wheel if she died in the crack-up.

Anyone riding in that careening car and smashing into the telephone pole would have been badly bruised. But Mrs. Grammer's body bore only two small bruises. Conclusion: she must have been dead before the car started down the hill. Reason: live bodies bruise, but dead bodies do not.

The car's dome light was dented and cracked. There was nothing in the car that could have done that.

Taylor Avenue was not the regular route Mrs. Grammer took when returning from driving her husband to the station. Something—or someone—had led her off her usual course.

The police were told that Mrs. Grammer carried a blue purse and wore her pink-rimmed glasses when she left the house that night. Neither the purse nor the glasses were in the car or at the scene of the crash.

With Mrs. Grammer's body nowhere near the accelerator, the Chrysler's wheels still spun until one of the policemen flipped off the ignition. So the cops took a close look at the accelerator. There they found the most significant clue of all. Jammed under the accelerator pedal, keeping it pressed forward, was a pebble.

Which led to only one conclusion, as far as the police were concerned: the killer of Mrs. Grammer had jammed the accelerator, put the car in automatic drive and sent it racing down the hill. This is what set everyone to calling it the "almost perfect crime." For at the bottom of the hill was heavily traveled Route 1, and across the highway was a two-foot-high cement wall. If the car had kept going, if it had gained speed all the way down that hill and had then screamed into the cement wall, all or most of these clues would

CONTINUED ON PAGE 38



DOMELIGHT broken by hard object was one of the death car clues.



BLOOD in car must have clotted on this side of the seat before wreck.



Wake up
**TOMATO
JUICE!**

Just a little makes the big difference... gives that tangy, extra-good flavor. Lea & Perrins Worcestershire steps up the flavor of meat, cheese, fish dishes, too. Always keep a bottle on your table and handy in the kitchen.

salt and pepper are not enough... add



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THE ORIGINAL
WORCESTERSHIRE SAUCE

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Recipe Book with 176 easy ways to use exciting flavor! Write Lea & Perrins, 343 West 5th St., New York 13, Dept. L-9



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and warmest—
"Baraboo Bill" Jacket**

A handsome headliner in Lakeand's exclusive 100% wool Baraboo Checks. Worsted knit collar, cuffs, bottom. Lustrous rayon lining. Men's—\$17.95. Also Baraboo Jac—same style but with self-collar for boys—\$15.95. See your Lakeand dealer or write for his name, Lakeand Mfg. Co., Sobeoyan, Wis.

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SPORTSWEAR
PROTECTS YOU HANDSOMELY

A luxury
that actually
does you good



You'll like to use it...
You should use it

MORE MEN,
dermatologists say,
come to them for help
for skin infections
due to *shaving*
than for any other cause.

These infections spring from nicks and scratches, often from tiny nicks you can't even see. Often, these tiny cuts become more serious than major ones because you take care of major cuts but neglect little ones.

Yet this need not happen—if you use Aqua Velva regularly after every shave. Two special ingredients in Aqua Velva automatically take care of any break in the surface of the skin... whether or not you see these tiny wounds. The tingling sensation you feel when you apply it is proof of Aqua Velva's action.

Why you'll like Aqua Velva

In addition to the tingling sensation and pleasant aroma—found in Aqua Velva alone, you will enjoy the fresh, healthy feeling it gives your skin—the feeling of well-being and being well-groomed.

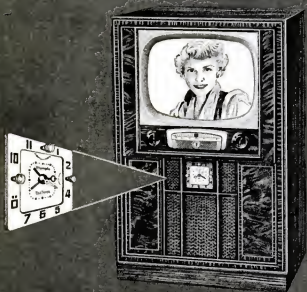
A 5-second dash of Aqua Velva is the final touch to a perfect shaving routine. *It is a luxury you owe to yourself. Get a bottle today!*

P.S. to Wives: Give him the luxury lotion he'd like to buy for himself! Distinguished gift bottle... 11 ounces.



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NEVER LETS YOU FORGET YOUR FAVORITE PROGRAMS!



EXCLUSIVE OLYMPIC

TELETIMER

URNS SET ON AND OFF automatically

(... a Beautiful Clock, too!)

You'll never miss your favorite program if you own an Olympic TeleTimer TV! Just set it and forget it...TeleTimer will remember for you. See amazing TeleTimer TV at your dealer today! Only Olympic has it!

Olympic offers a complete line of quality TV models in 17, 20 and

21-inch sizes starting at \$159.95.* Luxurious 3-way Combinations including TV, Radio and 3-speed Record Player sensationally priced as low as \$299.95!* Every Olympic is ready for UHF. Write today for a free illustrated booklet.

Olympic Radio & Television Inc. Dept. L, Long Island City 1, N.Y.

What TELETIMER TV means to you



Entering a Game? Let TeleTimer remind you of that special show.



Catch a Quick Note. TeleTimer wakes you for that ball game...



Regulate Children's Hours. TeleTimer turns set off at bed time.



Do the Dishes... TeleTimer tells you when curtain's going up.



*Including Warranty, Tax Extra
Prices slightly higher in South and West



"ANNIVERSARY CHRYSLER," the police pointed out, was not smashed badly enough to have given Mrs. Grammer the head wounds she suffered.

BALTIMORE MURDER CONTINUED

have vanished in the wreckage. Only the bumpy, macadam surface of Taylor Avenue prevented that.

The sounds of a late summer storm came through the windows. For a few minutes rain swept past the courthouse and the Sunday stillness outside was broken by thunder rolling in the distance, far away from the 10- by 20-foot room where the law seemed to be closing in on Grammer. In the room, no one spoke.

These were the clues, Grammer realized, that had set up the case against him. This was the evidence which led the medical examiner to turn the auto accident into a murder case by his startling statement: "Homicide, point blank, period, and with no ifs, ands or buts." And as soon as the newspapers had that, the rest of the pieces of the puzzle began to appear.

When Grammer's brother tried to reach him by phone in New York the night of the murder, he got no answer at the apartment. Finally Grammer was found at 8 a.m. If he had taken the 11:28 p.m. train to New York, the cops argued, he should have been near his apartment phone by at least 4:30 a.m.

Investigators went to New York, got into his apartment. After they returned, the story got around that there was another woman in the case.

Furthermore, a social worker, Mrs. Emma Minturn, who was staying at the Maryland School for the Blind, reported that she had heard "a high, agonizing scream" from a driveway near the school on the night of the murder. The driveway was near the top of the hill where the two policemen had seen the Chrysler come hurtling toward them. The time, as best Mrs. Minturn could recall it, was not long before the crack-up.

Near the driveway a piece of iron pipe was found. Rain had washed it, but it was sent to the lab to be tested for bloodstains.

Harold Schmidt, Mrs. Grammer's brother, came into the case. To the newspapers, and to the police as well, he told of a trip with Grammer to the Bronx apartment. There, he said, Grammer behaved queerly. He refused to open one of the closets. He was curt and abrupt. He would not let his brother-in-law even see his office. Then, Schmidt said, he happened to notice a blue purse; it had been thrown under a bed in the children's room. When he picked it up and remarked that it looked like his sister's purse, Grammer wheeled around, paled and dropped the laundry bundle he was carrying. The purse, Schmidt said, turned out to belong to Martha, his own wife. But Grammer's reaction aroused Schmidt's suspicions. Then Harold Schmidt's brother Robert offered some information. Not long ago he had overheard his sister talking to Grammer on the telephone. "Don't you love me any more?" she asked. When she hung up, her brother kidded her about what he assumed were fictitious girl friends of Grammer. Her answer, Schmidt said, was a determined "I'll never divorce him for another woman."

All this must have been whirling through Grammer's mind when one of the officials repeated the question. Grammer's brother had claimed that he had seen Grammer on the day of the murder. Grammer had told him that he had not planned to go to New York.

CONTINUED ON PAGE 10

Announcing the great *Robert Hall* coast-to-coast 10th Anniversary Celebration

Save
20 to
37%

In just 10 years, Robert Hall has become America's largest clothing chain... with 130 super salesrooms from coast to coast! Now countless families buy clothing the way they buy groceries... in huge Robert Hall super-market salesrooms... where prices are *lower* because overhead is *lower*! There are no fancy fixtures, no costly displays at Robert Hall. You shop from plain pipe racks... and you *pay less money*. Join the great Robert Hall 10th Anniversary Celebration. There are thousands of new Fall clothing values waiting for men, women and children at seasonally low prices! Come see them all—and save!



MISSSES' ALL-WOOL CHECK ZIP-LINED CASUAL COATS

Velvet-piping. Big or little all-wool checks. All-wool zip-in linings. Storm tob collar. Self wristlets. New colors. Sizes 10 to 18.

24.95
Usually
34.95

ALL-WOOL PIN-POINT CHECK FULL-SWEEP SPORT COATS

Bold checks, tiny checks, misty checks—in fine oil-wool fabrics—in fine oil-wool fabrics! All-wool interlining. Hand tailoring. New colors. Sizes 10 to 18.

19.95
Usually
29.95

MISSSES' BUTTON-TRIM SHARKSKIN SUITS

15.95 Usually
22.95

Royon and acetate shirskin. Royon crepe lining. Hymo canvas interfacing. Grey with black, tan with brown. 5'4" and regular sizes 10 to 20.



MISSSES' AND WOMEN'S MENSWEAR CHECK DRESSES

5.69 Usually
8.95

Fine rayon menswear. Two-tone combinations or oil-checks. Red, green, brown, royal. Sizes 12 to 20; 16 1/2 to 24 1/2.



*5 ALL-WOOL PLAID SKIRTS

Misses' sizes 12 to 18 **3.89**

*3 ALL-WOOL CARDIGANS

Misses' sizes 34 to 40 **1.89**

*2 RAYON CREPE BLOUSES

Misses' sizes 32 to 38 **1.49**



GIRLS' MOUTON-COLLAR GABARDINE STORMCOATS

15.99 Usually
19.95

Water repellent gabardine. (20% nylon—80% rayon). Alpaca lining. Quilted wool sleeve lining. Storm wristlets. Green, blue, rust. Sizes 7 to 14.



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130 ROBERT HALL SALESROOMS IN PRINCIPAL CITIES!

See your phone book or write Robert Hall Clothes, 1241 Broadway, N. Y. 1

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TAPE MEASURE TEST PROVES IT!

Criss-Cross

Subtracts Inches...only \$5.95



BESTFORM

*no finer fit
at any price*

Try this simple fitting-room test! Just slip a tape measure around your waist-line...your tummy...your hips. Now try it wearing "Criss-Cross", Bestform's ingenious nylon girdle. See for yourself how "Criss-Cross" subtracts inches; pares your figure to its slimmest, trimmest best.

HERE'S WHY

- **"CRISS-CROSS" GIVES YOU LIGHT-AS-AIR CONTROL:**
- **CRISS-CROSS BELT**... Elastic inner belt banishes tummy bulge without bones.
- **LIGHT-AS-AIR NYLON**... Easy to wash-quick to dry.
- **WOVEN ELASTIC TOP**... scoops you in at the waist; really stays up!
- **SPECIAL FELT-LINED PANEL** at diaphragm insures comfortable control.

Sold at leading department stores and specialty shops throughout the country.



THE DAUGHTERS, left to right, Dorothy, 7, Patricia, 11, Georgia Lee, 4, were left alone when their mother did not return. Grandmother was away.

BALTIMORE MURDER CONTINUED

that night. What about this sudden change of plans? What did her and his wife say about it in the car on the way to the station? Then the question, repeated softly but firmly: "What were the last words your wife said?"

So there it all was, circumstantial evidence, aided by amazing coincidence. He had told them his side of the story; he had patiently gone over every detail of it with them, over and over again. They had listened quietly to his answers, then asked more questions. Each answer brought another soft-spoken but relentless question. And then, finally, the question about his wife's last words. What were they? He couldn't answer. That was when he had asked for time to think. Now, as he reviewed the impressive case against him and as God knows what scenes flashed across his mind, what could he say?

The fan on the floor droned on. The map on the wall still rattled in the breeze. One of the questioners looked at his watch. They had now waited an hour and 25 minutes for Grammer's answer. The question was put once more. "What were the last words your wife said? Why don't you make a clean breast of it?"

At last Grammer straightened up. Could he talk to the police guarding him, without the officials present? The questioners left the room. Within five minutes they went back in, to receive a "statement" from him (they have carefully avoided the word "confession"). Forty-three hours later Grammer was in court. He said nothing as the charge was read, but his lawyer pleaded "not guilty" for him. Then George Edward Grammer was led to the city jail. There, with no bail allowed, he awaits trial for what, except for a bumpy road and an amazing coincidence, might have been a perfect crime.



SCENE OF THE CRIME is visited by crowds of Baltimoreans. On Labor Day weekend sightseers drove by during almost all of the daylight hours.

PEOPLE WHO DRINK *Bellows*
Partners Choice SELDOM CHANGE



YOU MIGHT AS WELL ENJOY THE BEST
 ...IT COSTS YOU NO MORE

BELLOWS & COMPANY

Since 1830
Quality beyond Question

BALTIMORE

MARYLAND

We served your grandfathers...and expect to serve your grandsons.

40% STRAIGHT WHISKEY • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF



BELOW A 75-FOOT FLAG EMBLAZONED WITH THE LION OF FLANDERS, BRUGES CITIZENS RE-ENACT ARRIVAL OF THE HOLY RELIC IN THEIR CITY IN MAY, 1150

CRUSADER'S GIFT

It is recalled by Bruges pageant

In 1150 A.D. the Count of Flanders, Thierry of Alsace, arrived back from a crusade with a precious relic which he gave to the city of Bruges. It was a cylinder containing a few drops of blood which the relic's donor, a grateful King of Jerusalem, said had been gathered from Christ's wounds at Golgotha. This summer

for the fourth time Bruges honored its relic with a magnificent pageant before the ancient Halles building (above), which was lit up in color for different scenes. Augmenting the 130-piece orchestra were cannon firings and, at one point, the sputtering of fireworks from every battlement of the Belfry Tower (top).

Now you can easily make the most delicate of all cakes...

NEW! Pillsbury Angel Food CAKE MIX



**Just as beautiful and delicately flavored as the finest Angel Food
Cake you ever ate...**

and Water is All you add!



Here it is . . . a dream that's real and ready for you. The most gorgeous of angel foods. And yet so simple and sure, anyone can do it.

Complete—All ingredients, including eggs, are in the package. No eggs to separate. No yolks left over. The package contains more than a dozen egg whites (13 to be exact).

Water is all you add.

Easy to make—Just follow simple directions on the package which tell how to beat and how to fold to get superbly fine angel food cake.

Costs 25% less than the average fine home-recipe angel food cake.

Doesn't this add up to your dream of perfect angel food? The new Pillsbury Angel Food Cake Mix is now at your grocer's. Try it . . . you really must try it!

No Question About It...



(The cowboy is Casey Tibbs, World's Champion Cowboy)

Lee is your best value in work clothes

America's Best-Made, Best-Known Work Clothes

Union Made. Buy them at leading retail stores coast to coast.





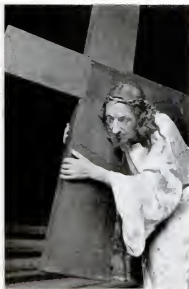
RELIC, encased in glass cylinder, is on public exhibition during pageant.



AUTHOR of the pageant is Priest Josef Boon from Hal (near Brussels).

THE WHOLE TOWN TAKES PART

Although the Bruges pageant was written by a nonresident, all of its 2,500 parts were acted by local citizens, who rehearsed for three months and received no pay. Whole families took part; of the 10 children of the man who played Pontius Pilate, five were in the play. Even before the pageant was put on publicly, 50,000 had watched rehearsals, and a total of 100,000 saw the six official performances.



CHRIST (left) is played by Josef Lagasse, chief accountant for the local telephone firm (above). Lagasse also played same part in pageant's 1917 performance. Wife and son had minor parts in play.



CRUSADER, Thierry of Alsace (right), is portrayed by a brewery manager, Jacques Wante (above). Manufacturer of a light beer, Wante is, as man he plays was, one of the town's leading citizens.



(ALWAYS CHEWY! ALWAYS MOIST!)

COCOANUT Golden-Brownies



KITCHEN TESTED
RECIPE...BELOW

Cocoanut Golden-Brownies

- $\frac{3}{4}$ cup flour
- $\frac{1}{4}$ tsp. baking powder
- $\frac{1}{4}$ tsp. salt
- 2 eggs
- 1 cup sugar
- 2 Welch's Cocoanut Bars
- $\frac{1}{4}$ cup butter or margarine
- $\frac{1}{2}$ cup broken walnut meats

(All measurements are level)

Sift flour with baking powder and salt. Beat eggs well and add sugar

slowly. Add sifted ingredients to beaten eggs and sugar. Melt Welch's Cocoanut Bars over hot water. Do not substitute! (Welch's Cocoanut Bars are different from ordinary cocoanut bars. Welch's sweet, cocoanut meats are rich in natural flavoring.) Add butter and stir until melted. Add to other mixture. Add walnut meats. Spread in greased 9 x 9" pan and bake 25-30 minutes in a 325° oven. Cut in squares while still warm.



Happy Hint!

Why not buy Welch's Cocoanut Bars 3 or 6 at a time? Today! Keep them on hand for these easy brownies... Welch's Cocoanut Bars are a wonderful lunch-on dessert or between-meal snack for the youngsters, too!

A Product of the James O. **Welch** Company, Cambridge, Massachusetts





Sexton Quality Foods

True Fruit Flavors
are yours in Sexton
MENU MARVELS
Preserves, Jams & Jellies

ONLY the finest of fruits cooked with sugar in small batches in Sexton's Sunshine Kitchens—resulting in quality far exceeding Government standards.

That's what it means when you give your family these luscious, slowly cooked, ambrosian spreads—first choice of chefs in hotels, clubs, restaurants, best sellers on dining cars, airlines, in schools and hospitals.



RED CHERRY PRESERVES—whole, taste-tempting red cherries with the just-picked freshness of perfect fruit.

CRABAPPLE JELLY—farm flavor, to serve with roasts or as spread between meals.

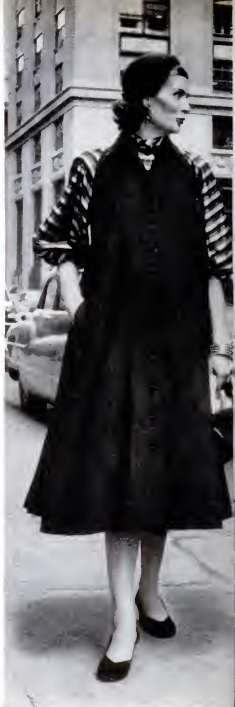
STRAWBERRY PRESERVES—luscious berries with satisfying goodness—not too sweet, not too tart.

All made with family pride—with three generations of the Sexton family behind all Sexton Quality Foods since 1883.



John Sexton & Co., Sexton Square, Chicago, Ill.

FASHION



Maternity Camouflage

NEW CUT VARIES BASIC STYLES

In the U.S., manufacturers of maternity clothes have a constant market of more than three million captive customers each year. Their best seller has long been an acceptable but blatantly maternal-looking outfit consisting of a box jacket and adjustable skirt. Since six months is a long time to wear any single silhouette, a designer of maternity clothes has devised a flattering, pyramid-shaped jumper (*above*) which can be worn in various ways to enliven a whole maternity wardrobe. With sweaters or blouses, it can be discreetly belted for four or five months (*top, right*), after which it can go over separates (*right*) or be worn loose and flowing until the wearer heads for the hospital. Its manufacturer is so convinced that the design will become a million-dollar baby that she is also presenting the same silhouette for evening (*next page*).



FLANNEL JUMPER
with red tulle lining
(Page Boy, \$19.95) can
be worn belted (right)
or loose. Model Peggy
Wilcox (left) was pho-
tographed two weeks be-
fore her baby was due.



STRIPED JACKET with full sleeves (\$22.95) can also be worn as blouse.
Patented cut-out in skirt front makes it hang "slim" (\$18, both Page Boy).

CONTINUED ON NEXT PAGE

YOU'LL LIKE A VODKA COLLINS

Smirnoff

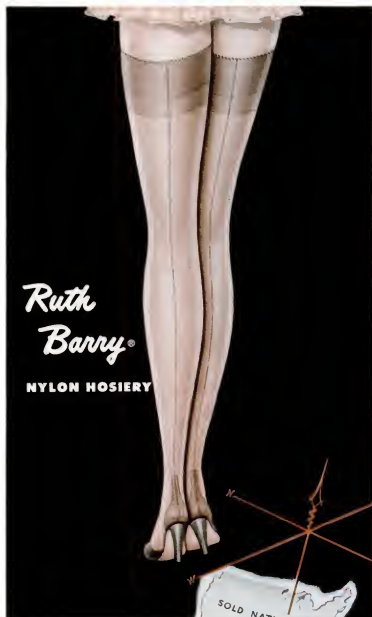
the greatest
name in VODKA

So smooth
it leaves you
BREATHLESS

Smirnoff Vodka
has been honored
for excellence
by the courts of
old Imperial Russia,
Sweden, Italy
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Standard of the World since 1818

80 or 100 Proof • Made from 100% Grain Neutral Spirits • Ste. Pierre Smirnoff Fls., Inc., Hartford, Conn.



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NYLON HOSIERY

on lovely legs
throughout the land

Ruth Barry full-fashioned nylons . . . sheer, clear and flattering to give your legs a whisper of color in Fall's newest shades. Smart yet serviceable and pleasantly priced whether you choose flattering sheers for evening wear or service sheers for daytime. Next time . . . try them!



Ruth Barry nylons in choice of two exquisite qualities . . . regular or "Tytivist", each pair individually packaged.

BUTLER BROTHERS

Headquarters in Chicago

BUTLER BROTHERS

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100

You'll find Ruth Barry nylons sold nationwide in your local Ben Franklin, Federated, Scott, Burr or Butler Brothers stores . . . finest quality at budget prices!



SLEEVELESS MIDDY which hangs straight (\$17.95) makes a high-style maternity outfit when worn over velveteen slacks (\$14.95, both Helene Scott).

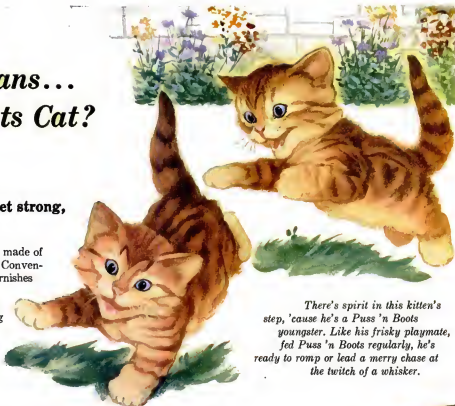


EVENING DRESS of nylon net has velveteen halter top and a wide belt, comes with long coat cut like the jumper on preceding page (Page Boy, \$120).

See what it means... to be a Puss 'n Boots Cat?

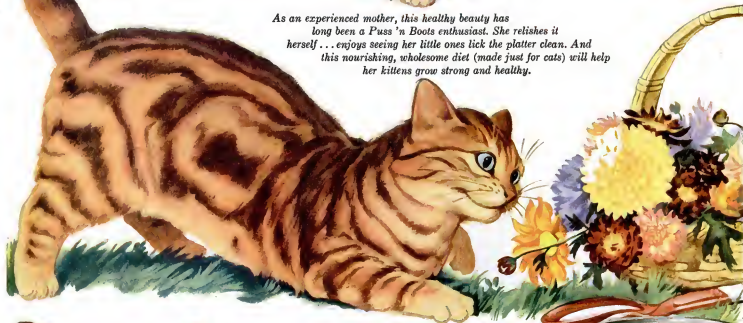
A Puss 'n Boots diet keeps your pet strong, handsome, full of pep!

Puss 'n Boots is a carefully prepared food, made of fresh-caught *whole* fish and selected cereals. Conveniently and at thrifty cost, Puss 'n Boots furnishes the proteins, carbohydrates, minerals and vitamins found in liver, beef, salmon, milk and food from the table...including vital Vitamin D. Feed your pet Puss 'n Boots...and see what fun it is to own a Puss 'n Boots cat!



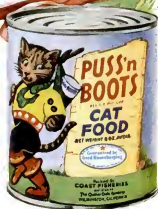
There's spirit in this kitten's step, 'cause he's a Puss 'n Boots youngster. Like his frisky playmate, fed Puss 'n Boots regularly, he's ready to romp or lead a merry chase at the twitch of a whisker.

As an experienced mother, this healthy beauty has long been a Puss 'n Boots enthusiast. She relishes it herself... enjoys seeing her little ones lick the platter clean. And this nourishing, wholesome diet (made just for cats) will help her kittens grow strong and healthy.



A match for each other—for they're both Puss 'n Boots cats! From their sleek coats, bright eyes and perked-up ears, it's easy to see they're hearty and happy. What fun they're having! And what fun they're giving their owners!

**Puss 'n Boots
adds the PLUS!**



©1952, Coast Fisheries, Div. of The Quaker Oats Co.

Quality makes it...America's Largest Selling Cat Food

Known Everywhere as America's Guest Whisky



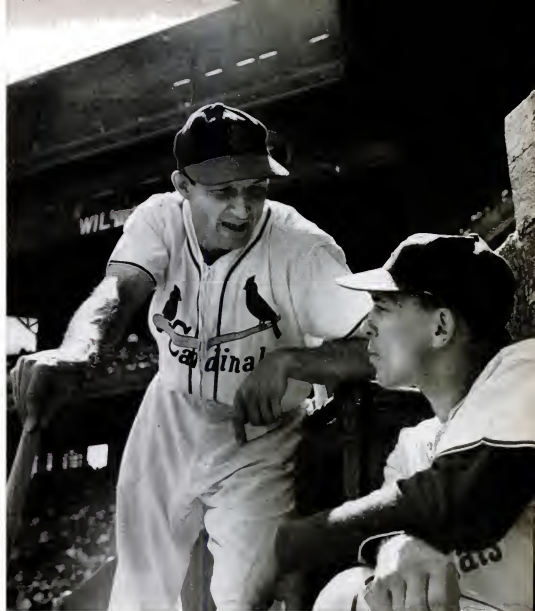
As it says on the label:

"There is nothing better in the market"
OLD FORESTER

© 1988-B F. O'NEILL COMPANY

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

CONFIDENT of winning another batting title, his sixth, Stan Musial (left) chats with Manager Stanky before game.



AN OLD PRO AND A YOUNG ONE



What looks easy for Stan Musial Mantle achieves under pressure

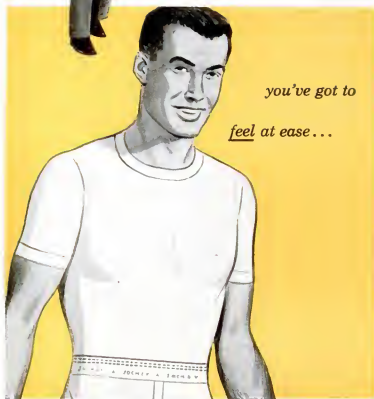
The old pro leaned contemplatively on his bat and said, "This hasn't been a real good season for me." Stan Musial (above) was batting only .337, good enough to lead the National League but 10 points below his lifetime average. His club, the St. Louis Cardinals, was a poor third despite his hustle on the base paths, his flawless play in center field and at first base and his leadership—Stan has always been a team man. At 31 he is the best of the few old pros that the fans still come out to see regardless of wind, water or club standing.

In the American League, desperately trying to emulate the great Musial, is a man 11 years his junior. A great natural athlete, Mickey Mantle of the New York Yankees (left) leads his league in strike-outs but still hits .300 under pressure in a tight pennant race. On the following pages LIFE contrasts Musial's effortless efficiency with Mantle's vigorous efforts to graduate from a young pro to an old one.

APPREHENSIVE during batting practice, Mickey Mantle watches Yankee teammates from dugout.



before you look at ease...



you've got to
feel at ease...

wear Jockey T-Shirt with the nylon
content collar that always keeps its shape

You'll feel twice at ease in a Jockey T-Shirt, the dual purpose work-or-play shirt. Its fine absorbent fabric soaks up perspiration, protects your clothing. And it's the one T-shirt with the 4 quality extras:

1 nylon-content collar helps Jockey T-shirt collar retain its shape, look and fit right, go easy over your head!

2 taped shoulder and neck seams won't sag, stay in shape, give you added wear and extra strength!

3 perfect neckline just high enough for smart looks, practical comfort.

4 added length gives you full-cut comfort and helps Jockey T-shirt stay in place! Buy it with Jockey lowers... they're planned to go together.



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BRAND UNDERWEAR

Made only by **Coopers®**

Cooper's, Incorporated—Kneassha, WVa.

All the world wears Jockey! Licensed and registered marks:
Canada: J. R. Macdonald Company, Limited; Australia: Smeets' Retailing; Wills; British Isles: Lyle & Scott; New Zealand: Lane, Walker, Butcher;
Southampton: Vothmeyer; France: Verrier; Colombia: Tashlin; Egypt: Saeed; Austria: Poeschl; Denmark: Tans; S. Africa: Rosen & Lester; Germany: Voss

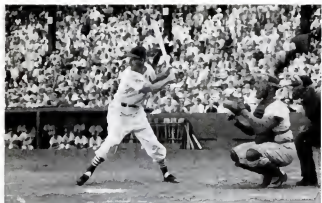
Musial and Mantle CONTINUED

A GREAT BIG STICK . . .



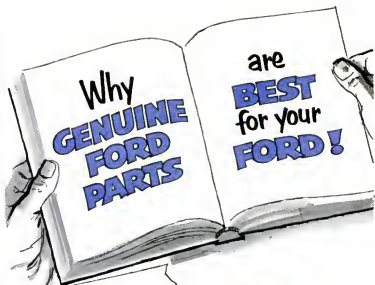
POWER-HITTER MANTLE, who hits equally well from either side of plate, takes full swing as he punches out a base hit right-handed. His weakness is going for "fish balls" and striking out. He gets so disgusted after fanning that he kicks water buckets in dugout, sometimes punches wall with bare fist.

... AND A STEEL SPRING



PULL-HITTER MUSIAL crouches in the extreme rear corner of batter's box in unorthodox pose (top) and relies upon delicate timing. A southpaw, his power is principally down right-field line, but his stance gives him leverage to hit to all fields. Unlike Mantle he very seldom swings at a bad pitch.

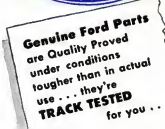
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Genuine Ford Parts are exactly the same quality as the original parts used to build your **FORD**...



They're the parts made expressly for your **FORD**... they're made right... to fit right... to last longer...



Genuine Ford Parts are Quality Proved under conditions tougher than in actual use... they're **TRACK TESTED** for you...



See your **FORD DEALER** or leading independent garage for **Genuine Ford Parts**. Save time, money and trouble... and keep your Ford all Ford.

DRIVE IN
where you see this sign

"LET'S GET ACQUAINTED"





AVON DU-FLEX SOLES

There are many styles in several fine materials, all made by sole specialists to give you the utmost in comfort, looks and wear. They all have America's best known Solemark of Quality AVON DU-FLEX.

there's NAP—for non-slip, velvet tread. Long wearing in white and colors.



there's TRU-STANCE—for golfing comfort, waterproof, so firm you never feel the spikes.



there's RUF-TRED—a sturdy Gristle sole with a sure-grip tread.



AVON SOLE COMPANY
AVON • MASSACHUSETTS

FOR FORTY-TWO YEARS SPECIALISTS IN FINE SOLE MATERIALS
Makers of AVONITE and DU-FLEX CUSH-N-CREPE SOLES

not on all shoes... just the best ones

Musial and Mantle CONTINUED



MANTLE'S TALENTS are evident on base paths where he kicks up pull of dust rounding second (top). Fastest man in league, he has covered 90 feet between home and first in 3.1 seconds (Musial does it in 4.2). Mantle also has strong, accurate arm (center), has thrown out 14 base runners this season.



A FAMILY MAN and good provider on salary of \$80,000 a year, baseball's highest, Musial spends an evening at home with son Dick, Mrs. Musial and daughters Janet and Geraldine. The idol of St. Louis, Stan supplements his income by operating successful restaurant. Mantle's salary is about \$10,000.



Like planets, viruses vary in size. Here you see "electron snapshots" of (1) smallpox, (2) chickenpox, (3) fever blister, (4) influenza, (5) bacilliforms.

The **virus world**—final frontier of infection

Have you felt bewildered, perhaps a little panicky, when one of your family caught a "virus infection"? It may be reassuring to know some of the facts about the virus world.

Viruses are the smallest of living things—so small you can't see them even through a powerful medical microscope. Yet, today, electron microscopes reveal their shapes and suggest some of their actions. New filters have strained out viruses smaller than a *millionth* of an inch.

Patient researchers have found, also, that viruses

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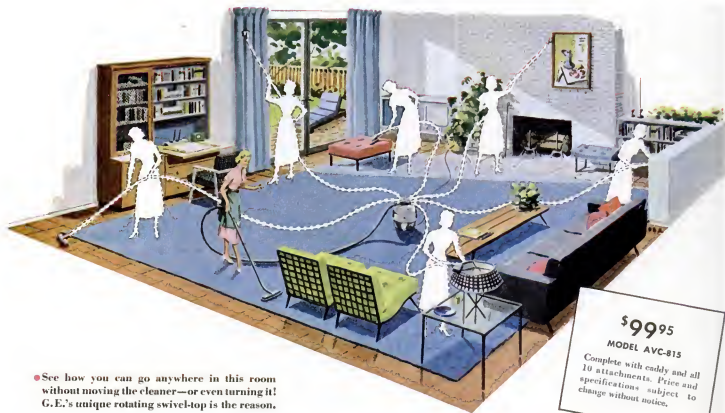
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Who Was Really Lying?

THE BRITISH HERO, HIS BEAUTIFUL WIFE, OR HER CASTOFF SUITOR?



HENRY JAMES'S

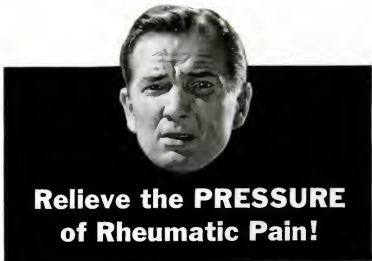
The Liar

TV PLAY REVIVES AN OLD PUZZLE

One night in the 1880s while dining with a gentleman liar and his adoring wife, Author Henry James was struck by the "imperceptible, lingering looks" the wife turned on her husband after each whooper. Thus inspired, James fashioned *The Liar*, a tantalizing short story recently dramatized and televised on NBC's *Curtain Call*. Above, Colonel Capadose and his wife Evarina (Frederic Tozere and Ilona Massey at left) and their dinner host (center) are greeting Oliver Lyon (Charlton Heston, right), an American painter who had wooed Mrs. Capadose 10 years before. The colonel, a genuine British war hero, begins lying immediately, saying he was late because he was set upon by wolves. His wife lies to avoid exposing his stories. Trying to win her back, the painter lies to get the husband to pose for him, saying he will make a very fine likeness, whereas he plans to expose the colonel in a cruelly revealing portrait (pp. 80, 81). After the colonel destroys the painting, the wife lies by blaming someone else. Finally, snarled in a few lies of his own and wondering whether the wife really loves her husband, the painter (along with the audience) faces an unanswered question: Who is really lying? (p. 82).



RELIVING THEIR PAST when he was a struggling art student and she turned down his marriage proposal because she was afraid of poverty, Oliver Lyon tries to make Evarina Capadose admit she is only pretending to be happy. She insists that although her husband is not wealthy, he is a good father and she loves him.



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HATEFUL PORTRAIT of Colonel Capadone is painted by Oliver Lyon, who hopes it will show him up as a liar to his wife. Lyon's friend (left) advises him to destroy "satanic" canvas, but he refuses.

COLONEL'S RAGE is revealed when he sneaks back (below), cuts up portrait with a curse. In Henry James' story he cries, "Damn him! Damn him!" TV play softened this curse to "Confound him!"





PORTRAIT IS SEEN by Evarina, husband. Shocked by it, Evarina exclaims: "It's all there . . . It's all exposed . . . He has seen everything!" But the colonel, lying again, pretends that it flatters him.

ARTIST'S TRIUMPH is seen as Oliver gloats over the mutilation. Even in shriels, he feels, painting is his most successful work. But he lies again when the maid asks him who cut it, tells her he did.



CONTINUED ON NEXT PAGE

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(Advertisement)

'THE LIAR' CONTINUED



IN FINAL FAREWELL to painter, Evarina defends some of her husband's tall tales by showing his war citations and medals. Still unwilling to admit she may be in love with her husband, Lyon says, "He trained you well," departs.



A FINAL HALF-TRUTH is spoken as Evarina tells her husband that the painter at last realizes they are in love. But, she asks, "you've always known, haven't you, Clement?" Free to go on telling his tall stories, he says, "Always."

EVARINA LIED THE LEAST

Who lied the most to whom? The answer, at the end of the TV play, seems to be that each one lied to the other, but Evarina lied least to herself. She was so completely in love with her husband that any lie she was compelled to tell in concealing his whoppers was justified by the compelling truth she found in her happy home. The painter, afraid to face the facts of her happiness, seems to lie to himself the most.



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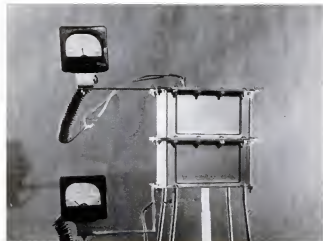
Catalyst converts fumes into odorless heat



HOUDRY AND HIS CATALYST

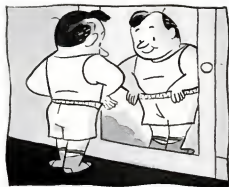
Foul-smelling factory fumes can now be controlled by a simple device which not only strips them of their stench but also puts them to profitable work. The device, invented by Chemist Eugene Houdry, is a bricksized cube of porcelain rods coated with platinum alloy. This alloy is a catalyst which oxidizes soot and gaseous wastes, converting them into harmless but extremely hot carbon dioxide. Mounted in a factory chimney, the catalytic units eliminate smoke and produce an extra dividend of heat which can be used

in the plant's operation. Where highly efficient furnaces are used the catalyst accomplishes little. For this reason industry in general has not yet adopted it. However, the first large industrial installation (in a Pennsylvania paint-baking plant) reduced fuel consumption by 90%. In time, Houdry hopes to make his Oxy-Catalyst available at low cost to home owners, whose oil bills he thinks might be cut in half.



SMOKE VANISHES as catalyst goes to work. Dense cool fumes still enter from below, but now emerge as hot, invisible gas (note thermometers at left).

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Americans in Italy

U.S. ARTISTS REPEAT MIGRATION OF 1800S WITH FRESH RESULTS

At the end of World War II artists from all over the U.S. began to head for Italy where, for the past six years, they have swarmed the hillsides and made Rome the rival of Paris as art headquarters. This migration had a remarkable parallel in a similar exodus of Americans 100 years ago. Between 1830 and 1870, almost every painter and sculptor of note made a pilgrimage to Italy, the land they revered as the fountainhead of Western civilization. But the products of these two migrations, as shown on the following pages, are remarkably dissimilar. Though inspired by the same historic scenes which their predecessors recorded with realistic vigor, the artists of today have presented, in highly personal abstract styles, a poetic new view of ancient Italy.

For both generations, Italy's great art and monuments, her congenial people and inexpensive life have been major attractions. But still other reasons impelled the 19th Century artist to Italy. The classical enthusiasm which had erected Pantheons in Virginia and turned midwestern villages into models of the Acropolis filled Americans with a tremendous urge to visit the land where both Greek and Roman culture had flourished. Once there, the artists could judge their work against the masterpieces of history, mingle with such visiting celebrities as Longfellow and the Brownings and, as Hawthorne wrote, "keep each other warm by the presence of so many of them."

In Italy the Americans met with unexpected fame and success. Their studios became as much a part of the required tour for visitors as the churches and museums, and U.S. businessmen, who at home were "contented with mirrors and rosewood," succumbed to the marble goddesses and classical landscapes which the Americans were producing in quantity.

The present generation of Americans in Italy has not enjoyed quite the same financial success. Most of them are supported by the GI Bill or money from fellowships and Fulbright awards. Recently they came in for some special acclaim when two Italian galleries, impressed by the influx of U.S. artists, put on exhibitions of their works. But generally the Americans have lived inconspicuously during their Italian sojourns. Some have settled down to study at academies or with notables like Sculptor Marino Marini; others have wandered and worked on their own. But all are hopeful that what they produce in Italy will bring rewards in the U.S. As one artist put it, "Italy is our studio but America is our market."

ARCH OF TITUS is always an attraction for artists in Rome. At left, New Yorker Sam Fischer sketches near spot where G.P.A. Healy did scene (opposite page) in 1871. Healy portrayed Longfellow and daughter under arch, included himself peering over shoulder of Artist Sanford Gifford (right).







NEW BRITAIN INSTITUTE

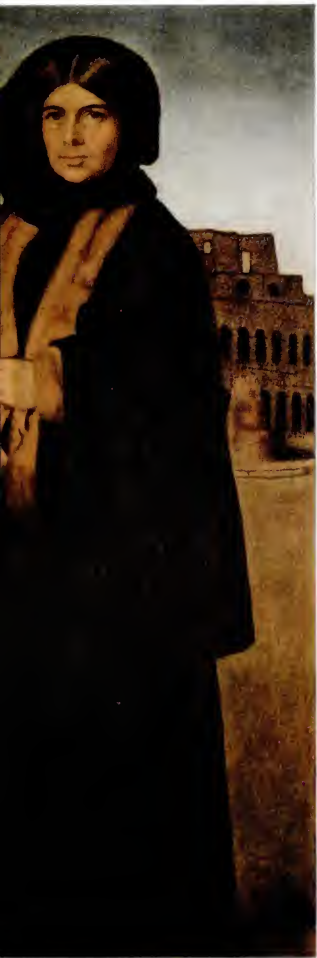
ST. PETER'S BASILICA, rising in a sunlit haze above Rome, was painted by George Inness in 1857 after his second trip to Italy. Now famous as a Hudson River School painter, he first won recognition for his work on banks of the Tiber.



NEW YORK HISTORICAL SOCIETY

DESTRUCTION OF THE EMPIRE is one of five paintings by Thomas Cole illustrating 'stages' of human civilization. Done in 1836 after Cole's return from Italy, it conjures up grandeur of ancient Rome which appealed to 19th Century.





DUFFIELD INSTITUTE OF ARTS



MUSEUM OF FINE ARTS, BOSTON

CASTELLO DELL'OVO, a fortress in Bay of Naples, was favorite subject of George L. Brown who did this view in 1844. During 20 years in Italy he won fame as "unpolished Yankee" who painted like 17th Century Frenchman, Claude.



BOSTON, ATTENTIONALISM

ARCH OF OCTAVIUS in Rome swarmed with fish vendors when Albert Bierstadt painted it in 1858. In Italy he concentrated on scenes of native life but back home he switched to grandiose landscapes which earned him quick success.

SOPHIE PAGE, third wife of Artist William Page, was painted by her husband in 1860 against background of the Colosseum. A follower of Titian, Page was attacked by some critics for his style, hailed by others as greatest portraitist of day.

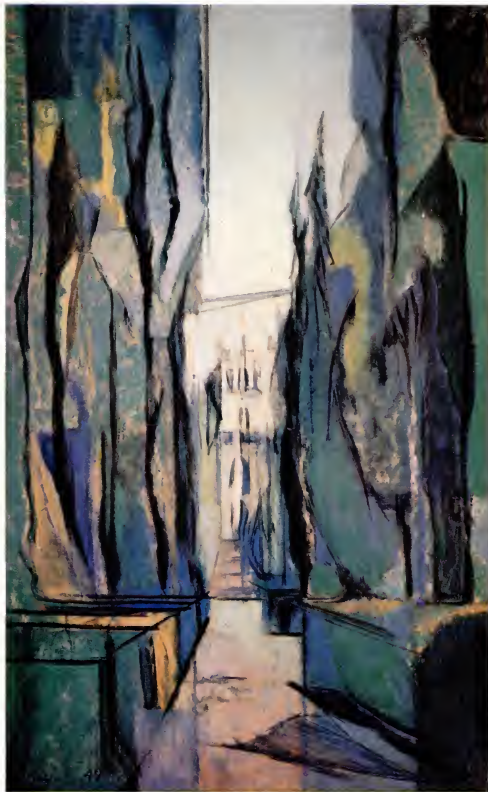




OLD SIGHTS SEEN ANEW

The ancient, familiar landmarks are still the chief attractions for today's American artists in Italy. Every summer they fan out across the countryside, sketching villas and churches, camping by the Arno or along the Appian Way. But unlike their 19th Century predecessors, the present-day artists are not concerned with producing a representational record of the monuments of history. Instead, most of them have painted their Italian works back in the U.S. where, in varying styles of abstraction and expressionism, they have set down their imaginative responses to the sunlit magic of Italy's landscape and the accumulated splendor of her past.

← **CYPRESSES** in the Villa d'Este gardens at Tivoli, 20 miles east of Rome, were sketched by Cleve Gray, Connecticut artist, during a four-month stay in Italy in 1948. Back in the U.S. he developed his sketches into this semi-abstract of cool shadows and sunlit planes to convey the serenity and stately order of the gardens.



JACQUES SELIGMAN GALLERIES

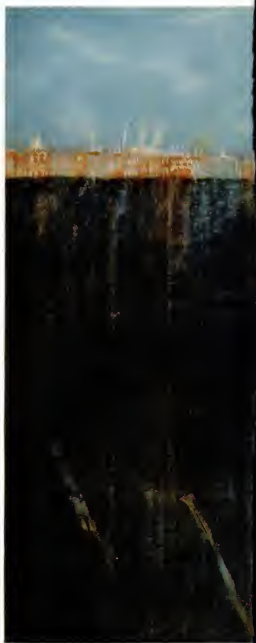
← **PINES** of the Villa Barberini, part of the papal country estate south of Rome, were painted in 1856 by John Galsworthy Chapman. A Virginian, Chapman settled in Italy in 1848, spent most of the next 40 years wandering around "in the goatskin and untanned shoes of a peasant" painting the romantic vistas of the Italian countryside.

THEY ALL PAINT VENICE

In the mid-19th Century, most Americans settled in Rome or Florence, occasionally making excursions to Naples or Lake Como. Not until Whistler and the impressionists "discovered" Venice in the 1870s did Americans begin to seek out the island city. Today a new discovery of Venice has taken place. Some painters, like William Congdon (*LIFE*, April 30, 1951), spend a major portion of the year there. Most of the others, on shorter Italian sojourns, inevitably turn up in Venice, drawn by its great painting heritage, its cultural festivals and, especially, by the bewitching beauty of the city itself, glimmering like a jewel above the Adriatic.



WILLIAM CONGDON



FLOATING PALACES (above) whose shimmering reflections stretch out across the lagoon like streamers suggested dream world to Loren MacIver, who painted this after Italian visit in 1948. In foreground is familiar patched sail of fishing boat.

ST. MARK'S SQUARE, with flamboyant church and columned facades glittering under a mid-summer moon, is habitual theme of William Congdon. In Italy with Field Service during war, he was one of first artists to return and settle there.

VENETIAN CHURCH is a composite impression by William Thon of countless churches and bell towers that ornament the islands of Venice. Thon spent a year in Italy on an American Academy fellowship, did this on return to Maine in 1948.



WHITEHOUSE MUSEUM OF AMERICAN ART



CONTINUED ON NEXT PAGE



SAN CLEMENTE CHURCH, a domed building adorned with statues in niches, was painted by Karl Zerbe of Boston, who used a creamy plastic medium mixed with mica which hardened into grainy surface. Zerbe discovered the church in 1919 while he was exploring one of the many tiny islands in the Venetian lagoon.



ANTIQUÉ NUDES and busts fill storeroom in Powers' villa. Nude in center is plaster model for *Greek Slave* which brought \$4,000 for each marble copy.

SCULPTORS THEN AND NOW



POWERS wore cap to protect head from marble dust.

The most famous 19th Century American in Italy was a sculptor named Hiram Powers. Powers began his career making waxwork figures, soon graduated to modeling busts of celebrities like Andrew Jackson. In 1837, with orders for 20 busts to be carved in marble, Powers went to Italy for a three-year stay. The three years stretched into a lifetime and Powers, ensconced in a villa in Florence with 12 marble cutters at his command, ended up producing some 150 portraits at \$1,000 a head. His greatest fame came with the creation of *Greek Slave*, a classic nude that earned \$23,500 on a U.S. tour.

Such idealized figures were sideline products for Powers who declared, "I must not risk this lucrative [portrait] business to indulge myself in the works of the imagination." By the time he died in 1873 his business had brought him well over \$500,000 and international fame.

No such prestige and prosperity surrounds the U.S. sculptors in Italy today. Most of them work in modest studios in Rome, frequently exhibiting, less frequently selling their work. Unlike their comfortable predecessor, they are all experimenting with new and personal styles, far removed from the Roman-style marbles of a century ago.



MODERN TORSO is twisted out of wire by John Rhoden, 34, of Birmingham, Ala. Rhoden went to Italy in 1951 on a Fulbright, now works at American Academy in Rome creating semiabstract figures which he casts in bronze.

CONTINUED ON NEXT PAGE



Use new *White Rain* shampoo tonight—tomorrow your hair will be sunshine bright!



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AMERICANS IN ITALY CONTINUED



MOVIE MODEL Lenora Ruflin takes time from films to pose for Sculptor Robert Cook of Milton, Mass. Cook has been working in Rome since 1948.



STREET CAFE on Via Margutta is gathering place for Italian and American artists who congregate from nearby studios to enjoy wine and talk about art.

An aerial photograph of a residential development. In the foreground, a large, single-story house with a prominent chimney and a covered carport is visible. To its right, a smaller house with a similar style is situated. Further back, a church with a distinctive steeple is visible. The houses are surrounded by well-maintained lawns and trees, with a paved road or driveway running through the scene. The overall impression is of a peaceful, suburban neighborhood.

A black and white photograph of a can of Fluffium Soil Conditioner. The can is cylindrical with a handle on top. The label features the word "fluffium" in a large, stylized, lowercase font. Below it, in smaller text, is "SOIL CONDITIONER". The background of the label has a pattern of small, repeating words or symbols.

Fluffum is the marvelous new soil conditioner you've been hearing about. It is the wonder-working chemical that converts clay-type problem soils into workable, aerated, productive loam. When sprinkled over lawns, flower beds or vegetable gardens, Fluffum gets amazing results. Fluffum's incredible chemical action loosens hard clay-type soil—improves drainage—helps soil hold moisture—brings life-giving oxygen and nitrogen that promotes plant growth—permits lawns and gardens to grow and flourish. The soil conditioning

effect of just one gallon of Fluffium equals thousands of pounds of peat moss mixed with the soil. Fluffium is easy to apply. Simply add water and sprinkle over surface to be treated. Can be used easily without digging up established lawns and without hard work on cultivated areas. Don't wait till next spring to put your lawn in shape. Most horticulturists agree that NOW is the time to prepare soil in order to promote quicker, healthier growth. Sprinkle on Fluffium now for a healthy preamble to late fall and early spring beauty.



See how lawn on left has browned and balded during hot, dry summer months. Fluffium-treated lawn at right is not brown, will survive winter for luxurious, weed-free, spring growth.

reddi-GRO is the new, scientific answer to your lawn problems—established lawns in need of revitalization—brand new lawns—spotty lawns. reddi-GRO is the revolutionary new method that lets you BOTH seed and fertilize your lawn at the same time—quickly, easily. The finest GRO-COATED® grass seeds combine specially developed seed nutrients for a quicker, healthier lawn start. Each seed comes with its protection against the bacteria and diseases which often destroy up to 50% of the grass seed you sow. The nutrients in reddi-GRO are backed by vital hormones

and vitamins. These hormones make your lawn readily capable of absorbing necessary food values to carry through the winter—start grass growing sooner next spring. This earlier spring growth helps crowd out crab grass—gives you a uniform, healthy and luxuriant lawn. **reddi-GRO** is easy to use. Just sprinkle from the handy **SELF-SOWING** package. You'll get an even, perfect distribution that will do wonders for any lawn, a brand new one or one with ugly bare spots devoid of grass—a lawn conditioned against crab grass... a lawn you'll be proud to own.



2-lb. pkg. for \$2.00
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Vital new health discovery!

Fresh oranges give you *the Protopectins*

THE PROTOPECTINS help you get *more nourishment... more vitamins, minerals and other essentials...* from the meals you regularly serve.



All of us try to plan good, well-balanced meals so that we will get our vitamins, minerals and other food essentials. But in the high-speed, high-pressure way we live today, few of us give our digestive systems a fair chance. The result is that while we eat well, *our food could often do us much more good than it does.*



This is the reason why nutritionists are putting important emphasis on the *protopectins*. This vital new health factor—found mainly in the “meaty solids” of the orange (in the walls of the segments and juice sacs)—helps your digestive system in some remarkable ways.



The protopectins improve your “digestive climate.” They make your digestive tract *more efficient*. Thus they help you absorb more of the non-caloric essentials—such as the *vitamins and minerals*—from all your food. You get *more good* from the same meals... yet the protopectins do *not* lead to weight gain!



In other words, the protopectins help you and your family to better nourishment which, in turn, can result in many benefits... *greater work output, a keener mind, increased resistance to disease, sound growth for children...* often you may gain a better complexion. Let *whole fresh oranges* help make your carefully planned meals do your family the greatest possible good.



What to do: Eat an orange a day

You know the value of orange juice at breakfast. But remember that the protopectins are found mostly in the *meaty solids* of oranges... so be sure you *peel* and eat at least one orange a day. When you eat oranges you get *all* the health nature put there.

Set a regular time to eat them... with meals, between meals or at bedtime. Include a Sunkist Orange in the lunch box.

Give your family a maximum amount of the protopectins by serving Sunkist California Oranges. Sunkist Oranges, carefully chosen for quality, are the finest of the California crop.



Sunkist is the only national brand that brings you all three... fresh oranges, canned orange juice and frozen orange juice... each the finest of its kind.

Be sure to get your protopectins—***Eat*** Sunkist Oranges every day

To peel an orange quickly: cut off top, score skin in sixths and strip off as shown, leaving the valuable white material that clings naturally.



Sunkist
California Oranges



RITA IN HALLWAY leans on banister and gives a languidly inquisitive look to spy who is staying in same rooming house.

SILENT SIREN

Rita Gam makes debut in wordless film

In a rooming house a man catches sight of the girl next door, sees her look at him half invitingly, looks back half hungrily. He does not dare to speak because he is a spy running from the FBI. She does not care to speak because she can express herself adequately without words. They never learn each other's names and she disappears without trace out of his melodramatic life. Thus, in a couple of minutes of screen time, Actress Rita Gam (see cover) makes a striking movie debut without uttering a word.

Actually, Miss Gam's looks create more interest than her silence, because by the time she appears the audience has got used to the fact that none of the other characters is going to say a word either. The young producing team of Clarence Greene and Russell Rouse have put together a feature-length film, *The Thief*, with music and occasional sound effects, but no dialog whatever. The silence is sometimes oppressive but always logical, at least to audiences familiar with spy films. For some of the devices the producers used to make talking unnecessary, turn the page.



RITA ON BED is glimpsed by spy as she half-heartedly goes through a game of solitaire while waiting for the phone to ring.

← RITA IN DOOR LURKS PROVOCATIVELY IN STRIPED SWEATER

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Silent Siren CONTINUED

HOW THE MOVIE AVOIDS DIALOG



THEME of film is presented when a man who is obviously a scientist (Ray Milland) photographs document marked "secret" in an office in Washington.



LOCALE of operations is made clear by shooting key scenes in easily identified places. Here spy is transferring microfilm in Library of Congress files.



TECHNIQUE of spy operations is shown simply and silently by following a metal container holding microfilm as it passes from hand to traitorous hand.



SPY'S VOICE is heard only once on the sound track. Returning to his room after murdering an FBI agent, he breaks into hysterical groans and laughter.

CONTINUED ON PAGE 100

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and plump, and ripe, and sweet,



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Always look for Sealtest Ice Cream at your favorite fountain or store. Sealtest is a trademark of National Dairy Products Corporation, and identifies products of the Corporation and its divisions. It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.



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You have to see it to believe it! New Motorola science of *Optronics* brings TV picture out of the "shadow box"... gives you a thrilling new dimension of realism, a new picture depth, so true you feel you're right there with the camera. New wide angle viewing. New super-sensitive "SABRE JET" TUNER and *Concentrated Power Chassis* assures this new Motorola Standout Picture is television at its finest!

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Banded All-Channel UHF Tuner. Ready for all 70 channels. Can be factory or locally installed, or easily add it yourself. Guaranteed by a Gold Bond for adaptation for UHF.



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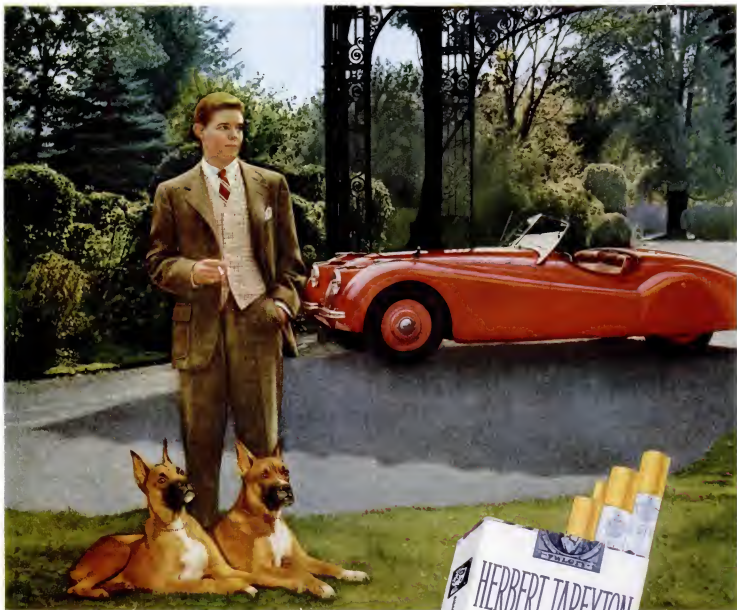
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MR. WARWICK FAY NEVILLE, popular young New York socialite. Discriminating in his choice of cigarettes, Mr. Neville says: "There's so much more smoking pleasure in Herbert Tareyton's cork tip, extra length and mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

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RYTA PRACTICES LINES AT HOME WHILE HUSBAND SIDNEY LUMET COACHES

GAM MAY BE RIVAL OF GARDNER

Miss Gam, who is 24 and has been acting professionally since she was 18, does not intend to keep silent for the rest of her movie career. Married to a television director, she has had a successful career in the world of TV, where she was once described as "the face that thinks." (LIFE, May 5). M.C.M., which has just signed her to a movie contract, thinks Rita sexy and scintillating and is reported to be grooming her for the kind of roles it has hitherto reserved for Ava Gardner.



RYTA HAS ANIMATED CONVERSATION WITH HUSBAND OUTSIDE TV STUDIO

FIGURE-CONTROL BEGINS WITH AN ACCURATE BATHROOM SCALE

Weight-watching is easy, if your scale is a BORG. Step on, step off—read and believe . . . for a BORG always tells the truth. Gain or lose a pound, you know it right away . . . see it clearly in BORG'S Super-Binocular Diol. This scale is made like a fine watch and guaranteed for life under a Service Warranty. No other scale is made like a BORG. In smart colors or chrome, only 7.95* and 10.95*. Why guess of your weight, when a BORG costs so little?

*Dinner west, 50¢ higher



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Honey, it's money!

When you buy a cotton dress that shrinks out of fit, you're really throwing your hard-earned money down the drain.

So, always insist on seeing "SANFORIZED" on the label before you buy.

Better look twice to make sure your cottons are trade-marked "SANFORIZED"...then they can never, never shrink out of fit.



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



UNDER WATCHFUL EYE OF PSYCHOTHERAPIST, BOY WORKS OFF REPPRESSED HATRED FOR HIS BROTHER BY PELTING A SKETCH OF HIM WITH HUNKS OF CLAY

CLAY BOMBS HELP PROBLEM CHILDREN

Psychologist lets youngsters stage sham battles and mock dramas to relieve their disturbed minds

The furious 10-year-old above is satisfying a strange desire which nearly destroyed his chances for a happy life: he is blasting "his brother," represented by the sketch on the wall, with moist clay "bombs." The purpose is to help him relieve frustrations which even in his young life had built up to the point where he fought constantly with other children, set fires at home, had trouble learning to read despite a high I.Q. To psychologists who tried to help him he admitted he was jealous of his brother. "I hate him," he said. "He beats up on me and I'd like to beat up on him but he's too big." But after plastering his brother's effigy with the clay several times he felt better. Now, a few months later, he sets no fires, gets along better at home and has jumped two grade levels above his class in reading ability.

How well modeling clay can be used in psychological treatment of disturbed children has been demonstrated by Dr. Dorothy Baruch of Beverly Hills, who treated this child and who wrote a book about play therapy called *One Little Boy* (Julian Press, \$3.50). Some substitute

for the traditional psychiatrist's couch is needed for children, since energetic, uncommunicative youngsters are not likely to stretch out dreamily and quietly unburden their souls of problems and anxieties. So Dr. Baruch leads her young patients into a bare, unfurnished room and gives them a few toys and a pailful of wet clay.

Then she watches as they act out situations which trouble them and the things they would most like to do. This process usually reveals what repressed urges are driving them.

Dr. Baruch does not claim to have learned why an identical environment will make some children abnormally shy or aggressive, others asthmatic, and leave still others unscathed. But she says, "It does not take 'bad' parents to create a problem in a child. He takes little and big things and around these weaves fantasies strange and primitive. Then resentment, anxiety, fear or guilt may color these fantasies until problems emerge." In such cases Dr. Baruch can usually relieve the problem child's tensions with her play materials and thus save him from developing into a full-fledged problem adult.



A PREGNANT DOLL is made out of the clay by a 6-year-old who was so worried by false ideas about sex that she quit eating.



THRIFTIEST distance between two points...

is by all odds the uncongested steel highway of your American railroads!

You, yourself, may never send or receive railroad freight — but nevertheless *almost everything you eat, wear and use* moves long distances on these steel rails. That holds true, too, for the raw materials and fuels that are needed to make the goods you use every day.

This vital rail service hauls more tons of freight, more miles than all other forms of transportation combined — and does it at an *average charge lower than that of any other form* of general transportation!

It makes a lot of thrifty sense, therefore, to ship freight by rail. And the more use that is made of these steel highways — maintained and built with the railroads' own money — the less will be the wear and tear on public highways, the less you as a taxpayer will have to pay for building and maintaining them.

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You'll enjoy **THE RAILROAD HOUR** every Monday evening on NBC.

Clay Therapy CONTINUED

THE BOY WHO HAD AN ALLERGY

Tantrums and misbehavior are not the only fruits of a child's frustrations. The little boy below was a model child who always did as he was told. But before he was a year old he developed a mysterious "allergy" — his nose ran all the time for no apparent reason. Could the cause be a psychological disturbance? His doctor did not know but asked Dr. Baruch to try to find out. She gave the boy some assorted dolls and the bucket of clay. He carefully put a mother doll out of the way, then plunged a small boy doll into the wet clay and said, "Looka that little boy—how dirty! He got his clothes all wet and dirty. His mother won't like it." Then he asked anxiously, "Can we wash him? Will it come off?" After clearing the boy doll he worried about his own slightly soiled condition. Finally, reassured about his washability, he was greatly relieved and laughed happily. The implication was clear: he had been made overly conscious about personal cleanliness and had developed a secret resentment which might indeed lead to an "allergy."



A DIRTY DOLL delights the little boy with the allergy after he pushes it deep into the basin of moist clay. He would like to wallow in the clay too.



A WORRIED WASHER, the boy anxiously scrubs the clay from little boy doll after he remembers that mothers are angry when their boys get dirty.



HAPPY ENDING comes when he washes his own hands and learns from Dr. Baruch (right) that neither doll nor himself is any the worse for a muddying.

Continued on page 115

MORRELL

Crisp and tasty, with the
fragrant aroma that
comes from slow-smoking
over hardwood fires—no
wonder Morrell Pride Bacon is
preferred by good cooks everywhere!
Only the choice center slices are
selected to carry the Morrell Pride label.



PRIDE



MORRELL PRIDE BACON—fresh,
protein-rich and flavorful in
airtight, heat-sealed packages.

MORRELL PRIDE BACON also
comes in convenient layer
packages, mild-cured and sweet.



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Pork Beef Lamb Ham Bacon Sausage Canned Meats



"Just Gelatin" becomes Just Wonderful with Reddi-wip!



REAL CREAM

and Improved Home-Style Flavor
Makes Genuine Reddi-wip America's
Favorite Dessert Glamorizer!

Put your easiest dessert on the family hit parade with Reddi-wip! This real-cream dessert magic waits in your refrigerator ready to make the simplest dessert "stand-by" a new taste adventure! At a touch of your finger, out swirls Reddi-wip, whipped automatically for each individual portion . . . flavored the good, old home-style way to taste even better than it looks. Serve a luscious Reddi-wip and gelatin dessert tonight; and remember, just *everything*—cake, pie, pudding, fruit or ice cream—tastes just *wonderful* with Reddi-wip!

Reddi-wip® designates the fresh cream product of Reddi-wip, Inc., and its authorized processors throughout the United States and Canada. © R. W. Inc.

And the Same Can of Reddi-wip Glorifies these Desserts, too!



BUTTERSCOTCH STACKS: Combine 1 package butterscotch flavor pudding mix with 1½ cups milk. Cool according to directions on package, chill. Divide 30 thin chocolate cookies into 6 stacks, spread chilled pudding between cookies in each stack, chill 4 hours. Top with Reddi-wip and shaved chocolate.



GINGER-FRUIT SQUARES: Bake gingerbread mix in square pan. Cut one-half of the gingerbread in squares and top with sweetened apple sauce topped with Reddi-wip. For a different dessert next day, split other half of cake crosswise to make two layers. Put layers together with sliced bananas and Reddi-wip. Put more sliced bananas and Reddi-wip on top.



PEACH DELIGHT: Just line your ice tray with sponge cake cut to fit tray. Spread with vanilla ice cream and top with cake slices. Freeze. Serve with fresh peaches, sliced and sweetened, or the handy frozen or canned peaches. Top generously with luscious Reddi-wip before serving. Garnish with more sliced peaches for that extra eye appeal.



Get Reddi-wip
from Your Friendly
Grocer or Milkman Today!

THE GIRL WHO HATED HER SISTER

Until this little girl was 2½ years old she basked in the exclusive attentions of her mother and father. Then her sister was born. As time went by she saw her father cuddle the new child more and more and wanted to snatch him away. She wanted to yell to her mother to take the baby away so she could have "Daddy" to herself. But she held in these impulses. She became shy and began to stutter and stammer until she could scarcely talk. In Dr. Baruch's bare office she made clay puppets of herself and her sister, dunked the smaller puppet several times (*below*), then—with her bad feelings admitted and out of the way for a time—she started on the way to a happier, stutter-free life.



A SHAM DROWNING of a small clay doll which this girl has modeled to represent her sister reveals that she has a strong but repressed jealousy.



BEFRIENDING HER SISTER, she produces a lollipop for her after the pangs of jealousy have been partially abated by sham drowning of clay doll.



When whiskers are shaved
the **Barbasol** way,
men look younger,
wimmin say



WHITE SANDS is a skeleton of a desert. Stranded at this national monument, Photographer Haas saw the gypsum dunes as sullen gray under a black and lowering sky. He had his camera ready when the first sunburst signaled the storm's end (above). Later the naked sunlight changed these dark dunes to glaring white.

New
Mexico



SANTA FE RAILS glinting in the last light of the sun are the only visible trace of man in the vast desert. Coming upon them in the deepening twilight affected the Viennese like the far-off whistle of a train.

Land of Enchantment

A HITCHHIKER WITH A CAMERA RECORDS NEW MEXICO'S MANY MOODS

PHOTOGRAPHED BY ERNST HAAS

New Mexico is a topsy-turvy land (elevations: 3,000 to 13,000 feet) of desert plains, gaunt mountains and sharp-edged mesas; a land as fickle as the light from its unbounded sky. Stark and brutal at noon, it can be awesome and beautiful when the sun's rays slant. Over its 122,000 square miles men have scratched faint traceries of their civilizations, and on their license plates they have lettered the claim "Land of Enchantment."

Though many people have admired New Mexico's grandeur, few have sensed its moods. This summer a distinguished Viennese photographer, Ernst Haas, who thinks of himself as a philosopher with a camera, hitchhiked over the web of white man's roads, visited the red man's pueblos. His roadside views, shown on these and the following pages, record something of the drama, the loneliness and the vastness of the land.

TELEPHONE POLES with extended arms follow an empty road to endless horizons. Under the burden of a great loneliness, men try to conquer space with speed. A mile a minute is the timid driver's schedule.





JACK RABBITS grow big in New Mexico but not as big as these stuffed models. Hyperbole is the native humor. "If you're in a hurry, huh, throw yo'r saddle over a jack," a cowboy will say, and spank his thigh.



COCA-COLA BOTTLES and the litter of a Taos curio shop form an accidental composition, like forms in nature. Striving for neatness, a New Mexican storekeeper attained a remarkable work of casual art.



WATERMELON RINDS, curled in the dry heat reminded Hass of boats floating on a sea of sand.



Clouds are the only hope of shade for picnickers around white sands, where trees cannot take root.



RUNOVER COYOTE is mashed by car after car until it is as flat as a rug. A thump, and a voice asks, "What was that?" The car speeds heedlessly ahead. Says the driver, "Nothing. It's just a coyote."



DAYTIME SHADOWS fall on an old traveler, as he stands waiting for a bus in the hot sun of high noon, and make his face look as though it is painted on the wall like the silhouetted cactus and the sign.

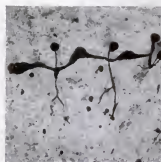


Land of Enchantment

CONTINUED



PUEBLO ARCHITECTURE (left) harmonizes with the land, and white men have copied it in many of their buildings. Now white women copy the ancient, simple design for colorful printed skirts (above) in Santa Fe and Taos.



THE FORMAL RITUAL of an Indian dance was exhibited for a crowd on the Mescalero reservation, and Haas photographed it (left). Later he discovered an accidental pictograph of the eagle dance in tar on a concrete road (above).

THE CROWN DANCE is a form of worship for Apache Indians and also a form of defiance of the white civilization. Haas asked a brave if he would like to scalp a white man. "Impossible," he answered, "with these crew cuts."



GREASE...SOOT...DRINKS ALL VANISH

WITH THIS

New... completely new!

Here is the miracle rug cleaner you've been hearing about... reading about... **GLAMORENE!** Not since the invention of the vacuum cleaner has such a wonderful time-saving, work-saving product been developed for getting rugs and carpets beautifully clean and naturally bright.

Washes as it dry-cleans!

Glamorene is an amazing non-wetting compound that's better than washing, better than dry cleaning... for instant spot removal or complete rug cleaning. Glamorene's magic action dissolves grease and absorbs soil like blotting paper. Removes virtually every kind of spot or soil, yet Glamorene is so safe... so gentle, you can use it on your finest and most expensive rugs and carpets.*

So easy! So fast! So economical!

Now you can do your rugs yourself... get them bright and clean in minutes... for as little as a penny a square foot!

*Glamorene is safe on wool, wool blend, rayon and nylon rugs and carpets.



Don't worry, Mother, Glamorene will whisk away that milk spot—any food spot—fast... get your rug clean as new. To prove Glamorene's amazing effectiveness for spot removal, a testing laboratory

rubbed black shoe polish into a light colored rug; then applied Glamorene. Like magic, the black smut vanished, the rug returned to its original bright pastel color!

Glamorene's
magic action removes

... everyday soils



Soot
Mud
Grit
Tar
Wax



greasy spots

Gravy
Mayonnaise
Cooking Fats
Garage Grease
Shoe Polish
Crayon ...

... animal mishaps ...



Glamorene applied immediately after animal mishaps helps prevent stain, neutralize odors



... food soils

Beverages
Chocolate
Milk
Mustard
Catsup
Butter

...chewing gum



In just two minutes, Glamorene removes even the stickiest or the driest chewing gum

...GUM... even SHOE POLISH FROM RUGS MAGIC NEW CLEANER!



For best results, use Glamorene's specially designed long-handled Rug Brush—available wherever Glamorene is sold—only \$1.25.



SPRINKLE ON!

No stooping, no scrubbing—just sprinkle on. Glamorene† is not a liquid, soap, foam or powder. Excitingly different, it cleans without wetting. No shrinking! No fading!

BRUSH IN!

So easy—brush in with Glamorene's Approved Rug Brush. Glamorene helps preserve the curl in twist-weave carpeting. Leaves no rings nor brush-marks . . . no dust, no after-odors.

VACUUM OFF!

Now vacuum away spots and soil. Glamorene cannot clog or harm any type vacuum cleaner. See how Glamorene brightens color, quickly restores the natural lustre of your rugs and carpets. You'll find Glamorene-cleaned rugs wear better . . . stay clean longer!

Available at all leading department stores, hardware, rug and linoleum stores and at the houseware counter of your neighborhood store. Large Economy Size Glamorene cleans four normally soiled 9x12 rugs—\$3.79.

Regular Size Glamorene cleans two 9x12 rugs—

\$2²⁹

Distributed by Glamorene, 10 East 44 St., New York 17. Also sold in Canada as "Lamorene." Manufactured and distributed by G. H. Wood & Company, Ltd., Toronto.

Rated Best of 100 Rug Cleaning Products for home use in more than 1,000 scientific tests conducted by York Research Corp.



Successfully used by leading hotels, theatres, air lines for more than three years, Glamorene was made available to homemakers in January of this year. Already millions of enthusiastic women are cheering Glamorene's fast cleaning ease . . . say it's the best way ever to bright, clean rugs!

†Glamorene is the trade mark of Jerclyndon, Inc.

LEAVES RUGS BRIGHT, DRY... READY TO WALK ON IN MINUTES!

"Longest split-second of my life!"

"I had to hold this 'fast action' trapeze shot for what seemed hours," Betty Hutton explained, "and repeat the pose again and again with the ropes chafing my hands. You can easily imagine how red and raw and sore that left them!



BETTY HUTTON co-starring in
CECIL B. DE MILLE'S
"THE GREATEST SHOW ON EARTH"
A Paramount Picture, Color by Technicolor



"I was proud when Cecil B. De Mille gave me his special 'award' — a lucky half dollar — for performance beyond the call of duty." And Jergens Lotion deserves one, too, for fast performance. See why: Smooth one hand with quickly absorbed Jergens...



"Apply any ordinary lotion or cream to the other. Then wet them. Water won't 'braid' on the hand you've smoothed with wonderful Jergens Lotion as it will with oily lotions or creams that just coat the skin!



"Close-ups demand soft, romantic hands. No wonder Jergens Lotion is preferred by screen stars 7 to 1. So quick and easy, naturally Jergens is a must for busy people whose hands must always be lovely."



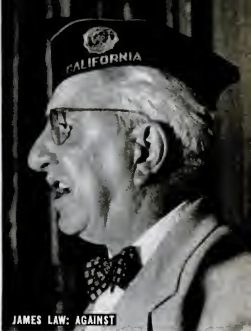
Use Jergens Lotion to keep your hands lovely too. You'll find it gives you complete protection against roughness and winter chaps — for only pennies a day. Jergens Lotion only costs 10¢ to \$1, plus tax.



MILTON ROBERTSON: AGAINST



ANN WALNUM: FOR



JAMES LAW: AGAINST



MRS. PEGGY CREAMER: FOR

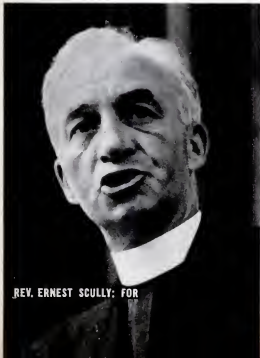
FROM CITIZENS TO SCHOOL BOARD

Los Angeles argues about UNESCO

For almost a year a fight had been brewing in Los Angeles over the use in public schools of teaching aids describing the U.N. Leading the attack against the aids were the *Herald Express* and organizations like the Americanism Defense League and the Keep America Committee. They objected especially to a booklet called *The "E" in UNESCO* (the U.N.'s Educational, Scientific and Cultural Organization), which tells teachers how to explain the U.N. and which the attackers said undermined children's faith in the U.S. Defending the aids were League of Women Voters and the P.T.A., among others. Faced with a difficult issue, the board of education decided to hold open meetings at which representatives both for and against teaching the UNESCO program could be heard. Before a decision was reached (next page), the board witnessed the bitterest meetings in its history.



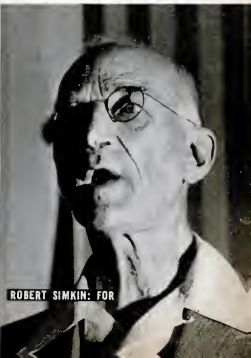
MRS. PAUL BLAISDELL: AGAINST



REV. ERNEST SCULLY: FOR



REV. KEITH KANAGA: FOR



ROBERT SIMKIN: FOR

New! COLGATE Chlorophyll Toothpaste DESTROYS BAD BREATH

Originating in the Mouth.



Here is the magic power of chlorophyll to destroy bad breath originating in the mouth! Colgate Chlorophyll Toothpaste in most cases acts quickly . . . acts thoroughly . . . and the purifying action lasts for hours! Keeps your breath sweet and fresh longer!

Now! The Full Benefits of a Chlorophyll*Toothpaste in a New, Exclusive Colgate Formula!

Now Colgate brings you wonder-working chlorophyll in the finest chlorophyll toothpaste that 146 years of experience can create . . . Colgate Chlorophyll Toothpaste!

Now Colgate Makes Chlorophyll Work For You! Nature herself makes chlorophyll and puts it in all green plants to enable them to live and grow. But science must break down this natural chlorophyll into a usable, effective form (water-soluble chlorophyllins)—before it can help you against bad breath, tooth decay, common gum disorders.

That's why Colgate's experience and skill in creating an exclusive formula is important to you. In new Colgate Chlorophyll Toothpaste you get the benefits of these water-soluble chlorophyllins in a safe, pleasant form!

For real help against bad breath originating in the mouth . . . common gum disorders . . . tooth decay . . . use Colgate Chlorophyll Toothpaste after eating. It's the finest chlorophyll toothpaste the world's largest maker of quality dentifrices can produce!

Fights Tooth Decay!

Every time you use Colgate Chlorophyll Toothpaste—especially right after eating—you act against the destructive acids that are a cause of tooth decay . . . actually help retard their formation!



Checks Common Gum Disorders!



Tests show chlorophyll promotes healthy gum tissues. Colgate Chlorophyll Toothpaste brings you the effective benefits of chlorophyll to help you care for sore, tender gums.



COLGATE'S GUARANTEE:

Try Colgate Chlorophyll Toothpaste for one week. If you're not satisfied that it's the most effective, pleasant, chlorophyll toothpaste you've ever tried, send back the tube and Colgate will give you double your money back, plus postage! Colgate, Palmolive-Toiletry Company, 140 Hudson Street, Jersey City 2, N. J.

*Contains water-soluble chlorophyllins.

GIANT
SIZE 69¢
LARGE
SIZE 43¢

Tested And
Guaranteed by **COLGATE!**



BOARD OF EDUCATION SITS ON STAGE TO HEAR TOTAL OF 29 SPEAKERS.

BOARD HEARS FROM HOFFMAN

The board's two hearings lasted eight hours in all and were frequently interrupted by boos, hisses and bursts of applause. Those opposing *The "E"* in UNESCO said it subverted patriotism for a one-world philosophy, that it listed some books written by un-American authors and that supplementary pamphlets contained phrases like "the poisoned air of nationalism." Proponents pointed out that Russia is against UNESCO, that since the U.S. belongs to the U.N., children should learn about it. The board did not participate in the hearing, but three nights later it gave its decision. Henceforth, it said, all controversial matters shall be treated "impartially and factually" in the schools; the board would undertake a new policy on teaching aids; and the dropping of the book from the school curriculum, which had been temporary, would be made permanent. Said Paul Hoffman, who had spoken for UNESCO (below), "This is the beginning of book burning."



STAR WITNESS for UNESCO was Paul Hoffman, former ECA administrator now head of Ford Foundation. He was furious when interrupted by boos.



63 OF WHOM WERE IN FAVOR OF THE UNESCO TEACHING, 26 AGAINST IT



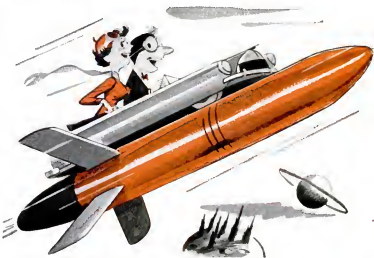
ANGRY ATTACKERS hold anti-UNESCO sign. Woman under sign holds The "E" in UNESCO. To right another holds McCarthy's book, *McCarthyism*.



SHOUTING, Hoffman says he recalls Communist audiences which were no worse. He said UNESCO "symbolizes determination of U.S. to bring peace."



If your car feels like this ... it's time
for **MARFAK** chassis lubrication



That cushiony feeling
lasts longer with—



It's smooth cushiony going for you when you get Marfak lubrication. And that riding comfort lasts for 1,000 miles or more. This is because Marfak is specially made to protect points of wear and friction longer. Marfak resists wash-out, jar-out, squeeze-out in spite of rough roads and wet weather. Drive in for longer-lasting Marfak lubrication today! See your Texaco Dealer, the best friend your car ever had.

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



TUNE IN: On television—the TEXACO STAR THEATER starring MILTON BERLE. See newspaper for time and station.

ask him



"To my mind," says Mr. James Birnie, Master Plumber of Detroit, Michigan, "the hot water question has just one answer: an automatic Gas water-heater. Either you have an automatic washing machine and dishwasher—or you want them some day... and Gas is the *only* all-automatic fuel that heats water fast enough to run them with complete efficiency. It's **3 times faster**, believe it or not... yet an automatic Gas water-heater is much cheaper to buy, to install and to run." **Ask your plumber...** he'll tell you there's *nothing* like Gas for automatic water-heating!

And there's nothing like Gas for automatic cooking... refrigeration... house-heating... air-conditioning... clothes-drying... incineration



This is a Ruud automatic Gas water-heater... one of many fine brands on the market today. Your Gas company, merchant plumber, or Gas appliance dealer will gladly advise you about the right size for your family.

AMERICAN GAS ASSOCIATION



VICTORIAN ARTIST SKETCHED MEETING OF MANATEE (LEFT) AND MERMAID

THIS IS A MERMAID? WELL, THAT'S WHAT SCIENCE SAYS

The manatee is nominated as the miserable fact behind the lovely legend

Some ancient mariners, historians say, went away on a long voyage and came back reporting that they had seen creatures which were women to the waist and fishtail below. The mariners called them mermaids, but modern science claims they were specimens of the manatee, or sea-cow, a legless aquatic mammal of which one species, *Trichechus manatus latirostris*, is found mostly in river mouths along the east coast of Florida. Modern landlubbers wishing to check up on the relationship between fact and legend will find it most convenient to go to the Sea Zoo at South Daytona, Fla., where a winsomely

melancholy male manatee of indeterminate age, weighing about 450 pounds, leads an unadventurous existence. He spends the day alternately swimming counterclockwise (no one knows why) around a pool of murky water and rising to munch on his daily ration of 80 pounds of vegetables and baked apples. The manatee has teeth like an elephant's, an inadequate placenta like a whale's and flesh tasting like beef. It resembles a mermaid only in the fact that it has a fish tail and that the female has a vaguely ladylike bust. Just possibly this was enough to delude a few very ancient and very lonely mariners.

GEORGE, ONE OF TWO MANATEES IN CAPTIVITY, COMES UP FOR HIS DINNER AT THE SOUTH DAYTONA SEA ZOO



"Don the Beachcomber" Reports Rum Highball Gaining Favor



E. I. ("Bud") Bachold, General Manager, "Beachcomber" Restaurant, Hollywood, Cal.

HOLLYWOOD, CAL., Sept. 11.—Hollywood visitors are always impressed by the wide variety of delicious Rum drinks prepared at Don the Beachcomber's, famous restaurant here. Of all the fine dining places in the country, this is one of the best-known of the Rum specialists. Recently, according to "Bud" Bachold, general manager, a new Rum trend has appeared. "The Rum highball is growing in popularity," he says, "and this we always make with Puerto Rican Rum because it is dry and light in body." Rums of Puerto Rico, 600 Fifth Avenue, New York City.

Bite's Out



NOW—
MORE
TOBACCO
IN EVERY
TIN!

Pleasure's In!

Prince Albert's choice tobacco is specially treated by the patented "No-Bite" process to insure against tongue bite! Rich tasting and mild — P.A.'s a favorite with pipe smokers as well as roll-your-owners!



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April 30, 1909

More Men Smoke

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than any other tobacco

Mobil

"210"

BATTERY



STAYS
34%
STRONGER

LASTS
14%
LONGER!

Ask
for
"210"



• Get the battery that's built to handle the heavy electrical loads of your modern car. Get this powerful, long-lasting Mobil Battery! Costs no more!

See Your
Mobilgas Dealer



SOCOMAT-VACUUM
OIL COMPANY, INC.
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GENERAL
PETROLEUM CORP.

Mermaid's Model CONTINUED



FRIENDLY MANATEE George (also called Winston from a fancied resemblance to Britain's premier) snuggles up to friendly Biologist Roswell Bushnell.



MISERABLE MANATEE sprawls on dry floor of his pool when it is drained. He has to be sloshed constantly with water since the sun hurts his skin.

Now's the time for JELL-O SALADS!

1 Jellied Potato Salad. →

Dissolve 1 package Lemon Jell-O in 1 1/4 cups hot water. Add 3 tablespoons vinegar and dash of salt. To 5 cup of the Jell-O mixture, add 3 tablespoons water. Chill in 1 1/2-quart mold until slightly thickened. Arrange garnish of cucumber and radish slices in mixture. Chill until firm. Chill rest of Jell-O until slightly thickened. Place in bowl of ice and water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in 3 1/2 cups well-seasoned potato salad, 1/4 cup finely diced cucumber. Turn onto firm Jell-O in mold. Chill until firm. Unmold. Serves 8.

2 Carrot and Apple Salad. →

Prepare Lemon Jell-O as directed on package; add dash of salt. Chill until slightly thickened. Fold in 5 cup finely diced unpeeled red apple and 1/4 cup finely diced raw carrot. Chill in molds. Serve on salad greens. Serves 5.

3 Vegetable Salad Mold. →

Prepare Lemon Jell-O as directed on package. Chill until slightly thickened. Meanwhile, combine 1 cup diced tomato, 1/2 cup cooked Lima beans, 1/2 cup diced celery, 1/2 teaspoon grated onion, 2 tablespoons vinegar, 1 teaspoon salt, 1/4 teaspoon Worcestershire sauce; let stand 1/2 hour to marinate. Fold into Jell-O. Chill until firm in 1-quart mold. Serve with tomato wedges and salad greens. Serves 6.

4 Peach and Cheese Salad. →

Prepare Raspberry Jell-O as directed on the package. Mold in shallow pan with 6 peach halves, rounded side up. Cut in squares. Serve with cream cheese ball rolled in nuts. Serves 6.

5 Emerald Macédoine Salad. →

Dissolve 1 package Lime Jell-O and 1 teaspoon salt in 1 cup hot water. Add 1/4 cup cold water and 2 tablespoons vinegar. When slightly thickened, fold in 1/4 cup finely chopped celery, 1/2 cup sliced stuffed olives, 1/4 cup diced green pepper. Chill in molds. Serve on salad greens. Serves 5.

6 Jell-O Cabbage Relish. →

Dissolve 1 package Lemon Jell-O, 4 1/2-ounce salt, and dash of pepper in 1 cup hot water. Add 1 cup cold water, 1 teaspoon celery seed, and 2 tablespoons vinegar. Chill until slightly thickened. Add 1 teaspoon grated onion, 1 1/2 cups finely shredded cabbage, 1/4 cup sliced sweet pickle, and 1 1/2 tablespoons dried pimiento. Turn into small molds. Chill until firm. Unmold. Serves 12.

Copy 1112, General Foods Corp.



Now's the time
for **JELL-O** SALADS!

← Recipes on opposite page!

Now's the time for **JELL-O** SALADS!

Don't let a week go by without serving one.



JELL-O is a
REGISTERED TRADE MARK OF
GENERAL FOODS CORPORATION.

Only the *New* Sunbeam MIXMASTER

REG. U. S. PAT. OFF.

gives you all these advantages!

LIGHTER...HIGHER... FINER TEXTURED CAKES!



Made with
ORDINARY FOOD MIXER

Made with *NEW*
Sunbeam MIXMASTER

The above actual photograph shows sections of angel food cakes made in baking tests with the best of the ordinary food mixers and with the new Sunbeam. You can SEE and TASTE the difference when your food mixer is the new Sunbeam Mixmaster. Sunbeam Mixmaster's higher, lighter, finer textured cakes are a result of the better mixing and greater aeration the new larger Bowl-Fit beaters give you.

More even mixing and greater aeration with these new, exclusive

BOWL-FIT BEATERS!

POWERFUL MOTOR

New patented, universal controlled POWERFUL motor. The beaters never vary the mixing speed for which they are set whether the bowl is thickening or thinning. You get EVEN mixing at all times.



See how all the batter is carried into and through the new large BOWL-FIT BEATERS—how their surfaces conform to the contours of the bowl. No piling up of dry ingredients on the outer edges. No unmixed whirlpools. No by-passed pockets. All the batter gets a thorough, even mixing in LESS TIME—automatically.

The larger outside BOWL-FIT beater is curved to fit the contour of the bowl all the way to the bottom. The larger inside BOWL-FIT beater is shaped to cover the flat bottom surface all the way to the center. You get these exclusive Bowl-Fit beaters only in the new Model 10 Automatic Sunbeam Mixmaster.



Famous MIX-FINDER DIAL

You have the perfect, scientifically-correct mixing speeds right at your fingertips. They are all plainly indicated on the new convenient dial. EASY-TO-SEE, EASY-TO-SET.

NEW, LARGER HEAT-RESISTANT BOWLS

Both bowls are now larger. The larger bowl now holds 4 quarts for greater quantities of batter.



AUTOMATIC JUICE EXTRACTOR

Oscillating strainer automatically jogs the juice out of the pulp. Foster. Easier-to-clean. You don't attach this juicer—just turn down handle and set it on cone.



AUTOMATIC BOWL-SPEED CONTROL

A nylon control button automatically keeps beaters at uniform speed and bowl-speed uniform at all times. The bowl revolves by themselves. No hand turning.



AUTOMATIC BEATER-EJECTOR

Tilt the handle—out drop Bowl-Fit beaters individually, for easier cleaning. No pulling. No messy fingers. An EXCLUSIVE Mixmaster advantage.



ON A HOTEL WINDOW SEAT IN NEW YORK, WILSON WYATT AND STEVE MITCHELL, WEARING STEVENSON BUTTONS, BRIEF EACH OTHER FOR POLITICAL WARS

ADLAI'S AMATEURS

Wyatt and Mitchell may get bruised but they are far too enthusiastic to get bored

by RICHARD L. WILLIAMS

FOR the past 40 days and 40 nights a zealous lot of talented young men have been laboring in Springfield, Ill. and Washington, D.C. with unflagging devotion and a passion for unanimity. The object of their devotion is Adlai E. Stevenson, and the subject of their united effort has been to hammer together the presidential campaign machine that he took out last week for its trial runs. Their energies have been commanded not by professional politicians but by a couple of corporation lawyers who are whizzes in legal wrangles but absolutely untried in national political contests. They are Wilson W. Wyatt of Louisville, who is Stevenson's personal campaign manager, and Stephen A. Mitchell of Chicago, who is the new chairman of the Democratic National Committee.

Like most talented amateurs, Wyatt and Mitchell are confidently counting on their inspiration to cancel out their inexperience. They have imparted to the task force of high I.Q.s around them their own intense excitement and lust for hard work. Their staff too are mostly newcomers to this kind of life—from George Ball, the Washington

lawyer running the Volunteers for Stevenson, to Beardsley Ruml, the economist running campaign finances, and the brain trust directing the Springfield headquarters (see picture pp. 142, 143). Running interference for the amateurs are a few professionals. Ghost writers Robert E. Sherwood and Samuel Rosenman have offered to help with speeches; and Interior Secretary Oscar Chapman is out beating the bushes as advance man for Stevenson's trips as he did for Harry Truman's 1948 whistle-stop tours.

The Stevenson machine has been built in a hurry, without blueprints, but as the candidate set out on his western tour last weekend it was beginning to pick up speed. Whether it will hold together long enough to sweep the country the first Tuesday in November, vacuuming votes like a mechanical cotton picker, or whether all the prodigal energy that went into it will be wasted in defeat, now depends heavily on Steve Mitchell and Wilson Wyatt.

The two men met for the first time in Springfield on the evening of Aug. 9. Wyatt had been at work for a week of 18-hour days, and was



If anyone had predicted, a few years back, that a certain suit of clothes was going to become the simultaneous favorite on college campuses and in business houses, his prophecy would have drawn a hearty equine ha ha! But lo and behold, it has come to pass.

This month, when son goes back to college and father goes back to his office, there is an excellent chance that both will be wearing a Pan American tweed, the suit that spans a generation with the very greatest of ease.

Thanks to its fine tailoring, father knows that he can wear a Pan American suit (or overcoat) with confidence, whether for a session with a client or a weekend in the country. Son knows that he can stretch his wardrobe by wearing the jacket with odd slacks. Both will discover, as will you, that the smooth and seemingly soft cloth, woven exclusively for Hart Schaffner & Marx has a long and vigorous life built right into it. (Did you notice our handsome photographs of the Pan American tweeds on another page of this magazine?)



THE CHAIRMAN and the candidate, old friends, await a visit from local Democratic leaders on New York trip.

WYATT & MITCHELL CONTINUED

just hitting his stride. Joined a group in the garden of the governor's mansion, he walked over to Mitchell, who had just arrived in town, and stuck out his hand without waiting for an introduction. "I'm Wilson Wyatt," he boomed, "and I hear we're going to work together."

"I'm Steve Mitchell and you hear right," Mitchell replied quietly. They sized each other up—Wyatt a hearty, jovial type with the open face of a friendly horse, Mitchell a slight and earnest figure with steel-rimmed glasses framing a pair of uncompromising blue eyes. They took an instant liking to each other, noted their common penchant for bow ties and in the ensuing weeks proceeded to mesh their talents as smoothly as Mr. Gallagher and Mr. Shean.

A small cloud no bigger than Frank McKinney's hand, or foot, hung over their first weekend, however. The reluctantly departing national chairman, at a press conference outside the governor's mansion, tossed off the foot-in-mouth observation that "there can be only one general in a presidential campaign," and the national chairman was it. Wyatt calmly corrected him, pointing out that in this case the governor was the commander in chief and that Mitchell and he would serve as co-equal aides, not generals. The exchange left Mitchell unsatisfied and he sought out Stevenson to ask, with a troubled frown, "I don't get this—how does it work?" "Well, Wilson's just managing me," the governor said easily, as if that explained everything. The Democratic situation was unusual. Because the party's candidate and its national committee were based in two different cities, Stevenson wanted a capable top man at each pole of the Springfield-Washington axis. Without question, Mitchell accepted this unprecedented splitting of the job.

How wisely or luckily Stevenson chose his generals—for that is what they really are—will become apparent in the next eight weeks. Over that stretch Wyatt will be running the researchers, contact men and publicists of the Springfield team, which he recruited. Meanwhile Mitchell will be handling the party organization's far-flung (and at some levels, badly kinked) chain of command, which he inherited.

Both choices represent shrewdly calculated risks by Stevenson. In this year, when nearly everybody but Mr. Truman agrees that it is time for some kind of a change, Wyatt and Mitchell themselves signify a distinct change from the competent but compromised cynics who have run some recent Democratic campaigns. Their selection was Stevenson's most dramatic attempt at a declaration of independence, and it reflects his whole strategy: to cash in on all the strengths of the party organization, from Mr. Truman on down, without being stuck with the weaknesses of the party record. The two earnest men summoned to perform this challenging stunt plainly have their work cut out for them; the question is whether they are cut out for their work.

They have many things in common, some superficial and some profound. Both are successful, diligent lawyers who worked their way to their law degrees; both even happened to drive milk wagons for a time en route. Each supports a wife, three children and some



Gee, boss, I think you're swell...

You're always a hero in your dog's eyes. Surely his love and devotion deserve the safe, sure protection of Sergeant's Dog Care Products. There's one for nearly every need! Fleas, for instance, are killed fast when you bathe your dog with SKIP-FLEA Soap. And SKIP-FLEA Powder used regularly between baths keeps fleas away. Both are easy and safe to use. Like the products for ear troubles, worms, skin irritation, ticks! All veterinarian-tested. Relled on for 77 years. FREE: A valuable manual of expert advice on dog feeding, training, care—Sergeant's Dog Book. At drug or pet counters, or write Sergeant's, Dept. A-54, Richmond 20, Va.



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THE MANAGER and the candidate, new friends, share a chuckle from headlines about their invasion of the east.

riding horses. Both are Democrats by inheritance and by choice, but while both have held jobs in Fair Deal Washington both are innocent of any personal involvement in what their own candidate rather startlingly agreed was "the mess in Washington."

Their differences are more interesting. They are hinted at by the fact that Wyatt is a bourbon-and-branch-water man and Mitchell a teetotaler (not on moral grounds but because he has had gout). Wyatt loves people and Mitchell loves principles. This is not to say that one is unprincipled and the other unfriendly. But Wyatt's vibrant blue-grass charm, tireless energy and inexhaustible good cheer mark the kind of salesman who could sell margarine to a dairy farmer's wife. By contrast, Mitchell is the sober, cerebral type, fairly quick to lose patience with people who cannot keep up with his fast-working, incisive mind. Suggesting neither a salesman nor a politician, his sensitive, brooding face, his searching gaze and his undramatic, rather nasal voice all convey the image of a polite and devastating cross-examiner.

"Offhand," says a coworker who has seen both of them operating in their new jobs, "you'd think the governor should have switched them, if only because the national chairman's spot has been type-cast for extroverts. But he played this pair right. Wilson's the creative type of guy who can move into a vacuum—like he did here in Springfield—and with that enormous energy of his get things rolling, make people work till they drop, and yet make them wake up smiling, ready for that next round. Now Steve, he's a reformer but one with compassion. He's better at moving in on an existing outfit that he can tighten, police and prod until it plays over its head. Maybe he'll scare a few politicians at first, he's so painfully honest. Then they'll find out Steve's incapable of a doublecross, and they'll all get along fine."

The Louisville slugger

EMERGENCE of both these men provokes a number of questions from the curious. The first: whence Wilson Wyatt? He is 46 years old, has a hairline as far retreated as Adlai's, and is a native of Louisville, where his father worked up from mule driver to be vice president of the local transit company. Wilson was the brightest boy in his high school class and as a bright young lawyer, in 1928, qualified as a regular Democrat the hard way—working for Al Smith. He served ably for four years as Louisville's wartime mayor, and at the end of 1945 Harry Truman drafted him to run the emergency housing program.

Wyatt's 51 abrasive weeks in Washington rubbed some of the gloss off his reputation as a prodigy and off his illusions too. When he took the job, the President told him to "make no small plans." Wyatt took him literally and plunged into planning a grandiose two-year program that called for 2.7 million new houses. What it added up to was not merely a housing plan but a government-directed revolution of the housing industry. It would have required a wholesale rewriting of the building codes and a complete overhauling of the restrictive practices of the building trade unions, and the government would have been forced to underwrite, directly

CONTINUED ON NEXT PAGE

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SUPERMAN gag picture kidded Wyatt at his send-off to become housing czar. No superman, he lasted 51 weeks.

WYATT & MITCHELL, CONTINUED

and 100%, all veterans' housing. Finally, it was predicated on a continuation of wartime controls and allocations.

As it turned out, private enterprise was capable of handling the biggest housing boom in U.S. history without that much federal aid. And the Wyatt program could scarcely have fired more opposition. Not only did Wyatt refuse to yield on the issue of priorities and allocations, but he compounded this political error by insisting on placing a large bet on prefabricated housing, particularly that manufactured by the unfortunate Lustron, Inc. This firm, started with an initial investment of \$36,000, proposed to stamp out baked-enamel steel houses like cookie cutters stamping out gingerbread. Wyatt tried to wrangle \$32 to \$52 million out of the RFC for Lustron, which never managed to develop a workable assembly line or a saleable line of houses. The management today is remembered

largely for paying Senator Joe McCarthy \$10,000 to write them a promotion booklet. "I can't say much for the Lustron management," Wyatt says now, "but I still think it was a good sound house."



BOY & MAN, Wyatt has been "an artist on phone."

In the end, a showdown between Wyatt and George Allen, RFC director and presidential crony, over loans to Lustron resulted in Wyatt's resignation. Defeated, Wyatt got out quietly—disappointing a huge farewell press conference where he was expected to tear into the President.

Wyatt's good grace in stepping out without raising a fuss earned him Harry Truman's gratitude, and for two years running he was named to head

the Birthday Ball celebrations. He also served as the president (in 1947) of the Americans for Democratic Action. It was this affiliation that won him a warm welcome to the political arena last month from C.O.P. National Chairman Arthur Summerfield, who cried that the Wyatt appointment tipped off Stevenson's intention of "leading the nation down the road to complete socialism."

For a couple of hours during the 1948 convention, Wyatt was within a hair of the vice presidency. Word went out that as a young, liberal Kentuckian he was highly acceptable to Mr. Truman. But later that night word went out that an older Kentuckian would be put up instead. If Wyatt felt hurt at being passed over, he never showed it. "It was a real pleasure," he says, "for me to nominate Alben Barkley for veep."

CONTINUED ON PAGE 139



"... we all agreed the play
we had seen might never win a prize, but we
hadn't enjoyed ourselves so much
since goodness knows when ...
Tom said we ought to do this more often ...
we made another date for next month."

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STUDIOIS STEVE Mitchell, as a child in Waterloo, was slicked up for this formal portrait in local photographer's studio.

WYATT & MITCHELL CONTINUED

Wyatt went to this summer's Chicago convention—and thereby got tapped for his present job—on a kind of sentimental impulse. He had intended to go to an economic conference in Puerto Rico at the invitation of Beardsley Ruml, the ex-Republican inventor of pay-as-you-go taxes, adviser to the island government, and now chief money-raiser for the Stevenson campaign. The pull of the convention was stronger. Wyatt had a long and complicated legal brief to write that week, however, and the way he wrote it was a tribute to his powers of concentration. He started it in his hotel room, but curiosity drove him to the convention floor, with his scratchpad in hand. There, amid the din, he addressed himself to his brief, pausing to greet friends and listen to speeches, and retreating to the back of the house when demonstrations began. At the day's end his brief was ready for dictation.

He was sitting with the Kentucky delegation on the floor in the convention's expiring hours when he was spotted by Fred Hoehler, Illinois public welfare director, and summoned to Stevenson's headquarters. There Hoehler and Carl McGowan, the governor's legal aide, being one jump ahead of their boss in realizing he would need a new staff in a hurry, asked Wyatt if he would accept the top campaign job if it were offered. He had met Stevenson only a few times, but said he couldn't say no. He went home to Louisville, began shedding his civic chores and his \$75,000-a-year law practice, and three days later got the official summons over the telephone from Springfield. "We're at work," he told Stevenson, and stuffed his briefcase, checked the next plane, and spent the three-hour flight scribbling lists of things to do and people to do them.

It was 10 days later that Steve Mitchell came to Springfield. Of the seven Roman Catholics to take turns as Democratic National Chairman since 1932, he is the farthest from being a celebrity—so far that the first of the line, Jim Farley, when told of the appointment, looked blank and asked, "Who's he? Never heard of him."

Mitchell's religion and his politics are both inherited and both are deeply felt. He comes from a south of Ireland family, fugitives from the 1848 potato famine, and like his father was named for Stephen Arnold Douglas, the Democrat who defeated Abe Lincoln of Illinois to the Senate 94 years ago. The elder Mitchell was a banker who first prospered in Rock Valley and Waterloo, Iowa, then moved to Hood River, Ore., there to go broke during World War I. The family retreated to Waterloo and rented a small dairy farm. Once they had owned riding horses here, and streets in the town bore the family names; now their only horse was the nag that pulled a milk wagon bearing the legend S. A. MITCHELL & SON. Young Steve, whom the family called Arnold, delivered the milk on a route that ended at school, where he tied up the horse during classes. "Living out on the edge of town, watching people we'd known playing golf and living well, I figured there must be something better for me than the dairy farm," he says. There was, but it took time. After study at Creighton University and its prep

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school in Omaha, he switched to night law classes at Georgetown University in Washington, went to work for General Motors there and later in New York. He quit to take his bride, a Waterloo girl named Evelyn Miller, to Chicago and enter private practice.

In a tentative way he also entered politics. "I'd found out in New York how hard it can be for a young man to get into the organization," he says. "You'd go into local Democratic clubs, offering to work, and you'd be made to feel unwelcome. They were just suspicious of outsiders." He found it easier in Chicago. He met Chicago's present mayor, Martin Kennelly, in 1937, and about the same time came to know a young lawyer named Aldai Stevenson who was speaking at rallies for the William Allen White Committee to Defend America by Aiding the Allies. ("In the Midwest that took some guts," recalls Mitchell. "That was when I began to admire him.")

After Kennelly became mayor in 1947, Mitchell began learning a few hard facts of political life. Boomed for district attorney and excited at the chance to be a Dewey-style gangbuster in Chicago, he got his hand slapped. "Colonel Jack Arvey, who decided such things, felt I wasn't a regular Democrat," Mitchell says. "That burned me up—I'd been a Democrat as long as he had, and I wanted to know how many kinds of Democrats were there, anyway?"

Steve Mitchell and Jack Arvey had their next brush in 1948. Mitchell had been a Lend-Lease executive during the war when Stevenson was in the Navy Department, and they had become good friends. Along with Hermon Dunlap ("Dutch") Smith, an insurance man, and Louis Kohn, another lawyer, Mitchell became co-chairman of the first Stevenson for Senator committee. Ten days before the election, after Stevenson and Paul Douglas had traded places on the ticket, Mitchell went to Arvey to plead for \$25,000 to finish the campaign; the Stevenson war chest was empty. "He refused us," says Mitchell, who still gets indignant about it. "He told us, 'I won't do it because I can't—I haven't got it to give.' Like most people he thought we were beat. You know damn well he'd have put it up if he thought we had a chance. I went out of there slugging and raised most of the \$25,000 myself."

No spoils from the victor

THE night before the election he drove Stevenson home to Libertyville, Ill., through a dense fog, and told him bravely, "Well, Aldai, you're going to be elected tomorrow and have lots of problems, but there's one problem you won't have."

"What's that?" Stevenson asked sleepily. "I mean you don't have to take care of me. I don't want any job you could offer. I'm going to go back and build a law practice." Stevenson did offer him jobs later, and Mitchell took a non-salary one on the board of Chicago Medical Center, but mainly he worked to build the law practice that brings him around \$50,000 a year (with Republican Partners William I. Conway, an ex-FBI man, and Charles A. Bane, recently counsel for the Chicago Crime Commission). His most celebrated client is Samuel Cardinal Stritch and his most helpful patron has been Britton I. Budd, powerful head of Public Service of Northern Illinois.

Last March, Mitchell made his way back to Washington. Congressman Frank L. Chelf of Kentucky, chairman of the subcommittee to investigate the Justice Department, lured him there to become his chief counsel. The attraction was not money (a modest \$11,600) but a chance to do public service. He arrived with a reformer's determination to tidy the mess left by Tom Clark and Howard McGrath. He met Harry Truman for the first time on April 1 when he and Chelf went to ask the President to cooperate with the committee and to leave at the White House the transcript of McGrath's testimony. Three days later McGrath was booted out.

Being a Stevenson man, as he told the committee when he was hired, Mitchell could be accused of boring from within—in the interest of his candidate as well as of good government—in his handling of McGrath's successor, malleable little Jim McGranery. "I decided that Stevenson could help clean up Washington by anticipation, even before he got elected," he says innocently. It was hardly in the line of duty for a committee counsel, but he kept urging the slow-moving attorney general to bring new and honest men into his top-level jobs. Mitchell shortly made a trip to New Mexico, where he talked Ross L. Malone, a Bar Association leader from the town of Roswell, into going to Washington to see McGranery. Mitchell introduced them, told the attorney-general, "The rest is up to you." Last month, as the climax of a purge removing eight out of the 10 top men in the department, McGranery appointed Ross Malone deputy attorney-general, second-in-command position in the Justice Department. Meanwhile the Chief Committee continues the work Mitchell began, currently investigating

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Branor's Teat Tablets, Vitamin B1, B2, B5, 25's, 79¢
Dicalcium Phosphate Capsules with Vitamin, for expectant mothers, 100's... \$1.19
Rexall Penicillin, multi-vitamin, 100's... \$2.89
Rexall Palmetum, child's liquid vitamins, \$1.15
Rexall Polypore, liquid concentrate for babies; mix with formula, milk, juices, 10 cc... \$1.6

EVERYDAY NEEDS
Lord Bekkema Pettifoe, with envelopes... 59¢
Rexall Shark Warts, 8-oz. bottle, nipple and protecting cap, complete... 3 for \$1.00
Kantleek No. 3 Throat Atomizer, adjustable spray, leak-proof, clog-proof... \$2.29
Wicksteine Henschel Deodorant, 6 oz... 54¢
No. 8 Pore Oil Deodorant, dilute with water for personal or household use, pint... 98¢

**Rexall
DRUGGISTS OF AMERICA**

Right reserved to limit quantities. Dates, items and prices may vary slightly in location. Rexall Drug Co., Los Angeles 48, Calif.

*PLUS TAX

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

How your gas savings will pay for your oil

(YOU CAN CUT COSTS ON YOUR CAR)



1
"Want to save money on the up-keep of your car?"
"Naturally, who doesn't?"



2
"Well, here's how. Change to Macmillan Motor Oil from any oil you have been using, and you'll save enough on gas to pay for a fill of Macmillan."



3
"How is that possible?"
"Because hundreds and hundreds of road tests on cars like yours showed that motorists got an average of 8% more power from the same amount of gasoline after they changed to Macmillan Oil."



4
"That 8% more power means 8% savings in gas. With gas at 25¢ a gallon, that is a 2¢ saving or \$2.00 over a normal period between changes. That's enough to pay for a re-fill of Macmillan."



5
"Wait a second. How can a motor oil save that much gas?"
"Because at 40 miles an hour on a level road, half of your gasoline is used up overcoming engine friction."



6
"So if you can find something which reduces that friction, it will make your car go farther or faster or climb a steeper hill. And, brother, that something is Macmillan Ring-Free Motor Oil!"

And, of course, this economy isn't the whole story, either. For while it's reducing friction, Macmillan Oil reduces deposits of carbon, gum, and sludge in the engine—giving you higher compression, better piston seal and less likelihood of ping—lower repair bills. It keeps your car newer longer.

Start using Macmillan Ring-Free Motor Oil in your car now—at any of the 25,000 independent service stations, garages or car dealers where you see the big, red "M" sign. Write me personally if you can't locate one quickly. I'll reply at once.

Macmillan
President

MACMILLAN PETROLEUM CORPORATION
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Available at over 25,000 dealers wherever you see the sign of this big red "M."



WYATT'S SPRINGFIELD BRAIN TRUST

In the master bedroom of the old house he has converted into Stevenson for President headquarters, Campaign Manager Wilson Wyatt confers with some of his bright young men. From left: W. Neale Roach, 39, with the Democratic National Committee 16 years, set up 1948 and 1952 conventions; Philip M. Stern, 26, Harvard graduate and ex-ade to Illinois Senator Paul Douglas; William McCormick Blair Jr., 35, related to the Chicago Tribune McCormicks, and Stevenson's appointment secretary for two years; William L. Flanagan, 37, ex-Chicago newspaperman who handles the governor's press relations; Richard J. Nelson, 36 (seated), president of the Young Democratic

WYATT & MITCHELL CONTINUED

ing U.S. Attorneys' handling of the St. Louis income-tax scandals.

The appointment of Ross Malone came the same day as Mitchell's own selection as national chairman. Of the two appointments Mitchell took more delight in Malone's than in his own. A good many other Democrats—including ousted Chairman McKinney—felt the same way. Notified of his job, Mitchell nodded somberly: "Okay. The noose is around my neck."

The words were glibly grim: this was no case of the "reluctant nominee" now getting a reluctant national chairman. On the contrary, both Mitchell and Wyatt have given up home and professional life for the risks and roys of politics with the happiest zeal. What has so inspired them? "Put it in one word," Wyatt grins, "and it spells Stevenson." Steve Mitchell says belligerently, "It's bigger and deeper than one word or phrase. I have the greatest confidence in Stevenson and I felt I could do no other than to join his campaign and do whatever he asked. But I might do it for any one of 50 men. I just find principles more important than men." While the definitions may differ in emphasis, the result is the same: enthusiasm.

But the big question is: what is the efficacy of all this enthusiasm? By last week the dual-control campaign machine was moving at a pretty fast clip. The work of recruiting organizers, counselors, speech-writers was largely done. At the Springfield end of the axis, Wyatt's headquarters have overflowed their original single house, spilling into the Elks Club and the St. Nicholas Hotel; they are equipped with humming switchboard, news tickers, two tie-in lines to Washington and teletypewriting machines carrying (among other things) daily digests of the front page of the New York Times. At the other end of the axis, in national headquarters in Washington's Ring Building, Mitchell has heralded the new order with less hoopla but no less decisiveness. His first act was symbolic—rolling out Frank McKinney's high-back, throne-like chair and primly placing a small straight chair behind the desk, remarking, "The other one was big enough for William Howard Taft but a little too big for me." Tough-minded Mitchell has not shown much more respect for his predecessor's taste in personnel.

Weighing the assets of the new machine, any observer must acknowledge that enthusiasm and conviction themselves are po-



ASSEMBLES FOR ITS FIRST PORTRAIT

Clubs of America, who helps deal with visiting politicians; Arthur Schlesinger Jr., 34, like his father a Harvard historian, who drafts some of the speeches that Stevenson rewrites; Wyatt; Robert W. Tufts, 36, researcher on foreign policy speeches, who came from the State Department and worked abroad for E.C.A. and Averell Harriman; David E. Bell, 33, ex-Marine intelligence officer drafted from the White House staff where he researched such tough matters as budget messages; Clayton Fritchey, 48, top assistant to Wyatt and adviser on press relations, a Pulitzer Prize winner while a newsmen, lately top Defense Department PRO and a Truman administrative assistant.

tent forces in politics. Whether this evangelism is keener than that which has inspired Mr. Truman's counselors in the past is hard to say, but it certainly is fresher and seems of tough enough fiber to endure a hard-fought campaign.

This quality of freshness is itself a second asset. It offers a striking contrast to the rather drab and dreary dogmatism of the faithful but unimaginative Fair Dealers huddling around Truman. This new spirit appeals most headily to the nostalgia of the earlier New Dealers—the professors, pundits and political sharpshooters who cherish vivid memories of the free-wheeling excitement of the early Roosevelt days. It is an ironic paradox that, even as the men around Stevenson assert their independence of thought and approach, their very sprightliness of mind and venturousness of spirit stamp them authentic heirs of the old Brain Trust.

Thanks to these qualities of zeal and freshness (and to Stevenson's own native gift for words), the machine already has been able to polish the oldest phrases of the New Deal till they gleam like bright promises of a Fresh Deal. This is no mean achievement.

The great gamble

WHILE working smoothly along these lines, the machine still faces some formidable liabilities—as Wyatt and Mitchell very keenly know. Perhaps the greatest of all problems is the fact that to the greater part of the nation Adlai Stevenson is but a name. For all the respect he claims of key opinion-makers, he remains a virtual unknown to hundreds of precinct workers, county chairmen, even congressmen and senators—not to mention millions of voters. To try to meet this problem Wyatt and Mitchell are counting heavily on television (where their candidate to date has displayed great poise) and are frankly gambling the heaviest part of their campaign funds on this medium. There seems no other way to get around the fact that the name "Ike" has been well and affectionately known to every American household for almost a decade.

For his own managers Stevenson's independence can pose a special problem too. This has been most painfully obvious in the case of his recent, celebrated letter to the *Oregon Journal*, candidly referring to the "mess in Washington" he would inherit if elected. To many it seemed a major blunder. It plainly angered Harry Truman. Wyatt admits it was "indiscreet."

CONTINUED ON NEXT PAGE

BAD BREATH

"Kissing Sweet" in seconds!



Delicious new chlorophyll" chewing gum banishes breath odors from such causes as Onions, Garlic, Smoking, Alcohol

CLORETS was created to do one thing, one thing only . . . make your breath "Kissing Sweet". This delicious new chewing gum is rich in chlorophyll, that magical green purifier.

EFFECTIVE! You'll find CLORETS the pleasantest, and most convenient way to enjoy the truly astounding benefits of chlorophyll. For all you need do is chew CLORETS and in

seconds your breath becomes "Kissing Sweet", even after smoking, drinking or eating onions.

DELICIOUS! CLORETS are super rich in chlorophyll. Yet this gum is so all-out delicious, you'll chew it for pure enjoyment.

CONVENIENT! Keep CLORETS in pocket or purse. Chew them to keep breath always "Kissing Sweet".



*Water soluble chlorophyll extract

What a SCOTCH!



White Horse... of course!

BLENDed SCOTCH WHISKY 86.8 PROOF
Browne-Vintners Co., Inc., N. Y., Sole Distributors



America's Best Trouser Value
Saxon Relax In
FITALL SLACKS

FOR LOUNGING • FOR DRESS WEAR
FOR OUTDOOR OR INDOOR SPORTSWEAR

Saxon Fitalls are equal to any occasion. Style-packed with many excellent features and offered for the very first time at low prices.

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- All Ready-Sized to YOUR Waist
- No Waiting for Alterations
- 20 New Colors • Scores of Fabrics
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Expansion Waistband, Rubberized
Inside to Keep Shirts from Bulging.
Extension Waist Tab With Snap
Fasteners. Wide Belt Loops if You
Prefer to Wear a Belt.

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ABOUT \$5.00 AND \$6.00
DEPENDENT ON FABRICS

AT BETTER STORES EVERYWHERE

A PRODUCT OF THE LACKAWANNA PANTS MFG. CO., SCRANTON, PA.



CAMPAIGN ORPHANS Wilson Wyatt Jr., 8, Mary Anne, 14, and Nancy, 12, shown with mother, will miss father's baritone at songfests this fall.

WYATT & MITCHELL CONTINUED

In a real sense the problems of Wyatt and Mitchell parallel those of their candidate: as he must introduce himself to the nation, so they must sell themselves to their own party. This is no easy task for men who have so little in common with the average precinct wheelhorse. Lower-level politicians are notoriously suspicious of interlopers, especially those with the manners and methods of "high-brows." This has compelled Steve Mitchell to strain hard proving his comradely orthodoxy by declaring, as he told "the boys" recently in New York, "I am a 'captive'—a captive of the Democratic party—a very willing captive. I hope you will have good reason to call me a 'professional' after we have worked together. . . ."

In short, zealots Wyatt and Mitchell need all their ingenuity to grapple with problems reflecting the contradictions of the candidate himself. It is no news that any politician, in a hard fight, has to act a bit like all things to all men. But Stevenson's men are trying to turn the old trick in a new way. They must make credible their key contention—that their candidate not only favors change but is change. At the same time they must appease and assure the Democratic rank and file that any change contemplated will be painless: it will not affect the old way of doing business.

This job, for Steven Mitchell and Wilson Wyatt, will be as difficult as it is challenging. When it is over, win or lose, they will certainly have lost their amateur standing.



CAMPAIGN WIDOW Evelyn Mitchell and son Steve Jr., 20, will get little help from Steve Sr. on the adobe home family is building near Taos, N. Mex.



Kenny Cascholt of Detroit, 31, office clerk after Ecorse High School, then war-time tool and die maker at \$2.50 an hour, tried selling storm windows in 1949, liked selling, became a Kirby Man. (Right) Kenny kisses daughter Karen Lynn, heads for his office in his new paid-for Oldsmobile.

Kirby Man Breaks Sales Record, Pockets \$4,471.20 in One Month

While many a man tries to stretch a salary or hourly-rate paycheck to meet his family's needs, thousands of Kirby Men all over the country seem to have found a more prosperous answer. Recently three of them have smashed monthly sales records. A Cleveland Kirby Man racked up \$3,480.00 in June; one in Pendleton, Oregon, earned \$2,995.75 in March; and in May a young hustler in Detroit made himself \$4,471.20! (Affidavits on file.) One was an ex-policeman, one had run a hotel, one had been a tool and die maker. Curious thing about many Kirby Men now making \$6,000 to over \$15,000 a year is that they have had little or no previous sales experience, didn't suppose they could even sell popcorn to kids at a movie.



Beauty Queen—Cascholt family of Kenny, Dolores and baby Karen Lynn enjoyed some proud excitement last year when the then one year old toadhead won 3 trophies in a beauty contest sponsored by the Disabled American Veterans of Wyandotte, Michigan, where the Kirby Man has bought an attractive modern home—"Queen", "Prettiest" in her age group and "Miss Down River of 1951" . . . Kenny is still surprised that he's a salesman with a five figure income who was congratulated by Governor G. Mennen Williams of Michigan for breaking the all-time Kirby record; says it's hard work but fun selling something people want.



Cleveland high school football star, Frank Cantos, won appointment to Cleveland's police force in 1940, a boyhood ambition. Living cost soaring, he reluctantly quit the force in 1947, became a Kirby Man, made more money almost from the start, now owns his home and two cars, all paid for. (Above left) He and son Frank tune up outboard motor for a fishing trip. (Above right) New modern sales methods that home customers like make Frank proud of his work. (Right) Young Frank, Donna Marie, Cheryl Ann and Lucille agree father's too prosperous for his old uniform.



World wanderer N. O. (Doc) Christy had a fling at insurance, newspapers, manufacturing, theatres, mines and hotels before he hit Pendleton, Oregon, had a nervous breakdown. At normal retirement age he became a Kirby Man in 1948, had a tough time for a few weeks, hit his stride, broke the national sales record last spring. Now he's won a bank distributship, drives 4,000 miles a month over 5 counties. But it's his wife who drives the new Olde, knows roads, people on farms and in small towns as well as he. But he finds time for fishing parties with friends, says, "They do the fishing and I do the cooking".

If You'd Like To Make This Kind Of Money

Kirby Men have come from every walk of life, many occupations, at all ages. Nearly every one of the present more than 4,000 have improved their earnings, many of them enormously. What makes it possible is the company's careful training of each man, the remarkably successful new methods they're taught, and the fact that they carry a welcome message to American homes of Kirby's "nearest thing to push-button housekeeping". More Kirby Men are needed now. If you want a better living for yourself and family, if you're willing to work, assured of unusual reward for your effort, look up the Kirby distributor in your community. If you can't find him in your phone book, write to us.

The Scott & Fetzer Company
Makers of The Kirby Home Sanitation System
1920 West 114th Street • Cleveland 2, Ohio
Manufactured in Canada by Gilling Industries Ltd., Wexford, Ontario
Sanitation for the Nation Since 1919



Science reveals new ingredient for easy shaves

Wonderful substance outdoes lanolin, makes beard softer, lubricates, protects skin—and is available now

For years science has searched for a shaving preparation that would enhance the wetting action of soap and at the same time have a beneficial emollient effect on the skin—a characteristic not present in most shaving soap.

Chemists at The J. B. Williams Co. undertook extensive research into the problem. We asked ourselves this question: Would use of the free sterols present in "Extract of Lanolin" provide the improved shaving preparation we sought to make?

Advantages of Extract of Lanolin

Even though present in comparatively small percentages, "Extract of Lanolin" can efficiently increase the water penetration of the shaving cream. Imparting moisture to the beard is, as dermatologists know, essential in wet shaving.

The free sterols of extract of lanolin can penetrate the waxy coating of the skin with great hydrophilic effect. This is because it is a natural product closely resembling the skin surface fat.

How it works

"Extract of Lanolin" in shaving cream forms a film on the surface of each lather bubble and, due to its surface-active nature, tends to penetrate the pores and recesses of the skin—providing the following beneficial effects:

1. The beard becomes wet, easier to shave.
2. The rigid emollient film can act as a lubricant for the razor, helping to prevent abrasion, or "razor burn," by reducing friction to a minimum.
3. There is minimum tendency to leave the skin with less of the protective sterols than present before shaving. Natural protective skin-coating isn't "shaved away."

We then wanted to know how dermatologists themselves felt. 90% of the doctors surveyed approved the idea with enthusiasm.

Result: a superior product

As a result of our findings, and the approval of dermatologists, The J. B. Williams Company is now offering our Luxury Shaving Cream with "Extract of Lanolin."

We don't wish to make extravagant claims; but we do say that our shaving preparation, through qualities made possible with "Extract of Lanolin," will cut to a minimum the skin irritation due to shaving. This, we believe, should be of particular interest to you, as a man who wants better shaves.

We're so sure you'll become a steady user of Williams that we make you this FREE offer:

Send your name and address and get a free guest-size tube of Williams Luxury Shaving Cream with "Extract of Lanolin" . . . enough for three weeks' trial. For your free tube, write: The J. B. Williams Co., Dept. LS-10, Glastonbury, Connecticut. (Offer good only in U.S.A. and Canada.)



WINNING LONGWOOD TOURNAMENT, HAZEL WIGHTMAN SLAMS A SMASHING FOREHAND DRIVE AT HER OPPONENT

65-YEAR-OLD CHAMPION

Hazel Hotchkiss Wightman runs away with her 43rd national tennis title

To the surprise of no tennis enthusiasts a white-haired, 65-year-old grandmother ran away with this year's Women Veterans' Doubles title at Brookline, Mass. Her game was something to see—striding onto the turf at the Longwood Cricket Club, she proved it was still fast and polished. With her partner, Mrs. Richard Buck, Mrs. Hazel Hotchkiss Wightman took the title, 6-0, 6-3. The grand old lady of tennis, donor

of the Wightman Cup, Mrs. Wightman has been competing 50 years. Her skill has won her 43 national championships, a record no woman has touched. Almost all the female greats—Helen Wills, Helen Jacobs, Sarah Palfrey—were her discoveries or protégées. And this year, as usual, Mrs. Wightman's Longwood house (p. 149) was full at tournament time with the next generation's best prospects.

A GREAT SPORT SHIRT! MCGREGOR SCOT SWEEP! WASHABILITY UNLIMITED!



LOW-CUT COLLAR—for comfort, McGreggor's unique Continental Sweep collar fits smoothly and really is easy to wear.

BROWN



COLLAR STAYS—assure neat appearance in any weather. This feature is usually found only in much more expensive shirts.

FROSTY GREEN



SADDLE-STITCHING—in pure silk adds distinction to Scot Sweep's collar and pocket flaps. Another McGreggor point of quality.

CHARCOAL

THE CANNY MCGREGGORS WILL GIVE YOU A NEW SCOT SWEEP SPORT SHIRT IF



SCOT SWEEP WITH A TIE—looks very smart for all its casual comfort. Here's a shirt that is handsome open or closed.

TAN



GENUINE OCEAN PEARL BUTTONS are carefully selected...blended to the exclusive Scot Sweep colors, sewn on for keep!

RED



EXTRA-FULL CUT—and action pleats make Scot Sweep extra-comfortable, whether you're driving a golf ball or a car.

SUNGLOW

THIS SUPERBLY STYLED, SPECIALLY-WOVEN GABARDINE EVER SHRINKS OUT OF FIT



DOUBLE DEEP CUFF PLATTS are still another "custom" feature of McGreggor's good-looking Scot Sweep Shirt.

BLUE



SCOT SWEEP WON'T SHRINK out of fit! Wash this specially woven gabardine as often as you like...it will always fit perfectly.

MIDNIGHT NAVY



FABRIC WON'T FADE in sun or sun—Scot Sweep's rich colors are val-dyed and specially treated for permanent brilliance.

WINE

OR IF ANY OF THE 12 DEEP DYED COLORS EVER FADE IN WASHING...ONLY \$5.95



TWELVE EXCLUSIVE COLORS on this page were created exclusively for Scot Sweep. You'll want several for smart fall wear.

EVERGREEN



SPECIAL COLLAR STITCHING keeps the clean-cut Scot Sweep collar trim and tidy. Another McGreggor exclusive!

SUGAR MAPLE



SHIRT CONFORMS TO BODY...Scot Sweep has been carefully styled by McGreggor's ace designer to give you truly custom fit.

GREY



Ask for McGreggor's Special All-Occasion Card and Gift-Envelope

We'll always remember you gave him
MCGREGOR*

Scot Sweep Sport Shirt

Also available in Boys' Sizes at better stores everywhere—
or write David D. Doniger & Co., Inc., 303 Fifth Ave., New York 16, N. Y.



Magic Chef

OAS and OIL HEATERS



NEW—
different
exclusive
COLOR
PANELS!



MURKIN RD. • JUBILEE GOLD
TURKISH GREEN • DESERT TAN

3-WAY PRESSURIZED HEAT FLOW



Circulation thru
large top grids



Radiant action
thru front screens



Pressurized air
delivery at floor

Magic Chef—the only console heater featuring

Color Harmony

Your choice of four different color panels to
harmonize with the color scheme of your home!

Bask in Florida temperatures wherever you live, with a heater that adds real beauty to your home! The new Magic Chef floods the room in ALL directions with automatic heat. It assures utmost comfort on coldest days, at amazingly low fuel cost. Ultra-smart "TV" styling, cocoa brown cabinet and beige front screen complements any living room. Hand-some streamlined door panel comes in your choice of four beautiful colors — a Magic Chef EXCLUSIVE! Priced from

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HER TROPHIES form backdrop for Mrs. Wightman, who holds the first cup she ever won (in 1902) and latest prize (in 1952).



A CITATION hanging in trophy room states that Mrs. Wightman won women's and mixed doubles in 1924 Olympics at Paris.



AS HOSTESS, Mrs. Wightman serves her tennis guests during the Longwood tournament. On her right is ex-champion Margaret Osborne Du Pont.

LITTLE LULU



Psst... Kleenex® Pocket Pack's a better buy!

Little Lulu says: ONLY 5¢ FOR HANDY NEW KLEENEX POCKET PACK TISSUES! SOFT, STRONG, FULL-SIZE KLEENEX TISSUES (24 SHEETS - 12 PULLS) IN A NEW TINY PACKAGE. FITS YOUR PURSE, POCKET, BUDGET.

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Jonathan Logan
SPORTSWEAR

Collectors' item for "Young Cosmopolitans... Jonathan Logan's pure wool jersey separates. They go to parties together... or match up with other separates in a myriad of clever ways. Black, beige, or red. Sizes 7-15. Halter blouse, **7.95**. Corded shirt, **10.95**.



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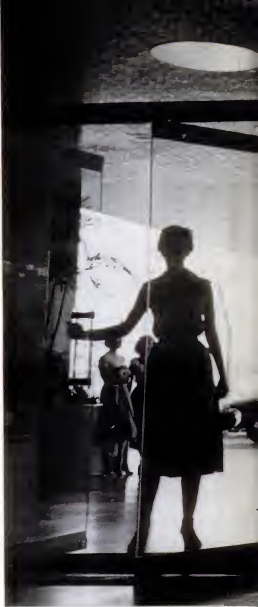
115th Street, New York 21, N. Y.

And other fine stores



COMPANY'S TRADEMARK, the Rock of Gibraltar, decorates its 21-story skyscraper in Houston.

Life Goes to Houston's Paradise for Office Girls



Prudential woos workers with a city country club

Oveta Smith is an 18-year-old Houston girl, just out of high school, who types and knows some shorthand. In the competitive world of local business, where booming oil companies set the wage scales, she was offered \$180 a month by a maritime insurance firm for a clerical job. She turned it down because she prefers making \$140 in her present job with the Prudential Life Insurance Company. Her reasons are illustrated on these pages. When Prudential built its new skyscraper it decided to fight the problem of labor turnover without raising its conservative wage level. The company piled on "fringe" benefits—not only the usual life insurance and medical checkups, but such unprecedented luxuries as a free swimming pool, free books, free lunches, free tennis courts—in surroundings suggestive of spacious and graceful living. As in the case of Oveta, the system has worked well. So well, in fact, that the vice-president who dreamed up the scheme recently was able to boast that the company didn't have a clerical job open in Houston.

AFTER-HOURS DIP at company swimming pool brings Oveta Smith's working day to a cool close.



OFFICE GIRL SEXTET swings through the big glass doors leading from the street to the spacious lobby as working day opens. Oveta is fourth from the left.

DECORATIONS in the main-floor rotunda (below) include a Peter Hurd mural as well as a 300-pound replica of the omnipresent Rock of Gibraltar.



AFTER-LUNCH SIESTA finds Oveta (right) and a group of her office friends sitting lazily and gossiping on the terrace overlooking the palm-bordered pool.

CONTINUED ON NEXT PAGE





**Defrosts so fast ice cream
doesn't have time to melt!**



DEFROSTS IN MINUTES . . . EVERY NIGHT

NEW NORGE JET SELF-DEFROSTER REFRIGERATOR

HOLDS A CASE OF TALL BOTTLES—A place for everything—without crowding or juggling things around.



EXTRA ROOM IN THE HANDIDOR—Front-row storage that includes a 4-temperature Butter Bank and handy Egg Nest.



Norge originated automatic defrosting. Now Norge pioneers again with *Jet* self-defrosting . . . the fast, clean, sure way to end the mess and bother of hand defrosting. Let your Norge dealer show you why Norge is your *best-buy* . . . for price, for performance.

Space-Stretcher Shelf Plan—So flexible! Adjust-A-Shelf moves up or down, in or out; Insert Shelf has lift-out center section; Swing Shelf holds little odds and ends or folds out of the way.

New Conveniences—Full-width 3-in-1 Crisper with removable dividers, roast-deep Meat Keeper, 52½ lb. Freezer Chest with handy Quick-Chill Tray below.

Super-Thrifty—Whisper-quiet Power King compressor protected by Norge 5-year warranty.

NORGE

Merchandise Mart, Chicago 54



LOUNGE for employees, decorated in African wood, is used by Oveta (back to camera) for a bridge game after work, also serves Prudential workers for smoking, singing, playing the piano, reading magazines.



AUDITORIUM, decorated with a sculptural group by Wheeler Williams, serves for employee-produced shows as well as for conferences with swimming instructor (above) on plans for a water ballet group.



CAFETERIA, to which Oveta is gaining admission by flashing lunch card, can hold 500 employees easily without looking crowded, serves the entire staff of 1,200 a daily free lunch planned by trained dietician.



CONTINUED ON NEXT PAGE



Kitchen room for 400 lbs.
of frozen food...!



HANDY AS A PANTRY . . . NO DIGGING FOR FOODS NEW **NORGE** UPRIGHT FREEZER

JET FREEZE SHELVES provide circulating, penetrating cold. Adjusts as low as 52° below freezing throughout freezer!



5-YEAR FOOD SAFETY PLAN protects against food spoilage due to mechanical failure



It takes no more floor space than a refrigerator. But there's pantry-handy space inside for 400 pounds of frozen foods. So compact it fits right in your kitchen. So beautiful you'll be proud to have it there!

Scientifically designed for most efficient food storage. 5-position, sliding Adjust-A-Shelf lifts out to make way for extra-big packages.

Twin Handy Baskets on lifetime Nylon rollers save lifting or shifting to get at frequently used foods. Room for 22 pounds in each basket!

Whisper-quiet and economical in operation. The Power King Compressor is backed by Norgé 5-year warranty.

NORGE

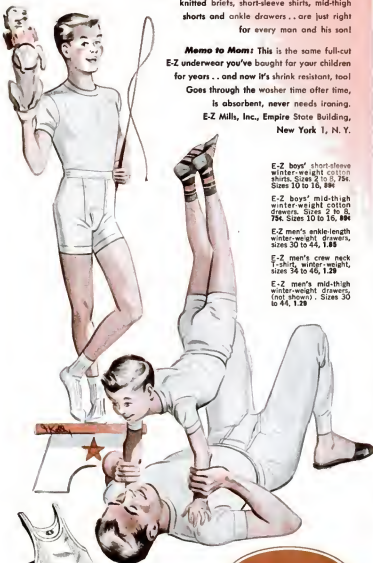
Also, Addison Industries, Toronto



Fit COMFORT into the act, too!

E-Z action underwear balances sturdy quality, reasonable price, good fit, and comfort... where comfort matters most. For cold weather, E-Z winter-weight, shrink-resistant knitted briefs, short-sleeve shirts, mid-thigh shorts and ankle drawers... are just right for every man and his son!

Memo to Mom! This is the same full-cut E-Z underwear you've bought for your children for years... and now it's shrink resistant, too! Goes through the washer time after time, is absorbent, never needs ironing. E-Z Mills, Inc., Empire State Building, New York 1, N. Y.



E-Z athletic shirts... Swiss rib, pinst, rib or flat knit. \$54 to 79¢.
E-Z cotton knit briefs... short cuts to comfort. 89¢



E-Z broadcloth shorts in popular boxer or boxer styles. Solid colors and stripes. \$54 to 1.08

Shop where you see the E-Z oval!

E-Z Men's and Boys' Hosiery: ribbed, argyle and fancy patterns at popular prices.

E-Z UNDERWEAR AND HOSIERY FOR INFANTS AND CHILDREN, MEN AND WOMEN

Office Paradise CONTINUED

A DAY'S WORK AND PLAY



OVETA'S WORK consists of advising various echelons of management and other company offices of personnel changes in the Houston branch.

RELAXATION facilities include a dressing room where Oveta and friends can get into costume for the tennis courts or the outdoor swimming pool.



UNDERWATER in pool she forgets cares of the day. After hours her favorite activities are dancing, going to movies, designing her own clothes.

FOR A PRUDENTIAL GIRL



OVETA'S DAY begins with a brisk hairbrushing at her home in an industrial suburb of Houston.



FIRST MEAL consists of fried eggs served by father, who gets breakfast before he goes to work.



Get the most for your oil dollar, too!

Mister, take a lesson from the gals! *Watch 'em shop!*... getting the most for their dollar. It works out the same way when you buy motor oil. To get the most for your oil dollar it pays to insist on 100% Pure Pennsylvania Motor Oil ... made from Nature's finest crude. You get more motoring pleasure, less time out for costly repairs. What's more, with your engine fully protected against high pressure friction, you can ...

KEEP the power you bought

BUY A BRAND OF 100% PURE

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For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

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Made from
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OFFICIAL OIL OF THE PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
THEIR MARK GUARANTEES A BETTER MOTOR

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania



THE UNMELANCHOLY DANES

When Denmark's King Frederik and Queen Ingrid went to Greenland this summer, they received some Eskimo costumes from their subjects there. Back in Denmark they rushed, like any other proud homecoming parents, to try out the fancy new clothes on themselves and their three little daughters. Mother and daughters happily put on silk-and-skin *tingmiaks*

(blouses) with pearl-spangled collars, mottled seal-skin *sekernit* (pants) and shoved their bare feet into dazzlingly decorated *kamiks* (skin boots). When 8-year-old Benedikte, the most mischievous of the princesses, saw her father appear in an *anorak* (white cotton shirt) she giggled so that he had to tweak her nose to make her keep up royal appearances.



OPERATION AMBUSH flags down pigeons by the flock

1 "It takes grand strategy to capture the pigeons supplied to Europe's dinner tables," writes an American friend of Canadian Club. "Stretching plant nets across their native valley, Basque farmers on the French-Spanish border send saucer-like paddles, called *zimbelas*, sailing out in front of migrating flocks. The hoodwinked pigeons mistake the *zimbelas* for swooping hawks and dive close to earth—only to land in the waiting nets!"



2 "After a session of hurling *zimbelas* from an eagle's-nest perch on the Pyrenees mountainside, I helped pick snared pigeons off the nets in the valley below. For every bird trapped, I was told, as many as 50,000 fly on to Spain or North Africa.



3 "Reaping a crop of pigeons from those colossal booby-traps kept me so busy that I'd really earned my share when the harvest was divided up. Collecting the birds and re-erecting the nets had been on-the-double work. Unless we made fast work of it, the next flock would catch us with our nets down.



4 "A brace of pigeons couldn't compare with the reward awaiting me on my host's terrace. 'It's the best in the house,' Nicolas said, and it certainly was—Canadian Club!

5 "Those plump pigeons made a dish fit for a king. And Canadian Club made me feel like visiting royalty. I find that whisky a favorite almost everywhere I visit."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is one and only one Canadian Club, and no other whisky tastes quite like it in the world.

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD
90.4 PROOF

IMPORTED IN BOTTLE FROM WALKERVILLE, CANADA, BY HIRAM WALKER & SONS INC., PEORIA, ILL. BLENDED CANADIAN WHISKY.



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just what **GOES INTO** it!

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the Best Possible Smoke—

AS TESTED AND APPROVED BY SCIENTISTS
FROM LEADING UNIVERSITIES

